

INSUR LAR.

LEADING LIFE INSURANCE WEEKLY

APR 2 1926

# The National Underwriter

## LIFE INSURANCE EDITION

FRIDAY, APRIL 2, 1926

INSUR LAR.

### The Merchants Life

Has Attractive Agency Openings, Exceptional Opportunities in Desirable Territory open to Men of Proven Ability and Character. If you are looking for a Strong Organization with which to become associated and for a Worth-While Opportunity to build for the future, communicate with the Home Office.

B-46



**MERCHANTS LIFE**  
**INSURANCE COMPANY**  
 William A. Watts, President  
 Register and Tribune Building  
**DES MOINES, IOWA**

## AS CATHEDRALS WERE BUILT

SO are built great Life Insurance Companies. Study the great cathedrals of Europe (visit them if you can) and see how successive centuries are built into them.

In the Cathedral there was from the beginning a definite plan, a definite limitation. It was always clear to the builders that the glorious structure would be finished some day. But when? People did not ask. They toiled and sacrificed in order to do their part, to add their bit to the mighty whole, knowing that neither they nor their children would see the completion of the work. By their labors they fostered religion and the arts and fed their own souls while erecting a vast pile which they knew would instruct and impress their successors through countless generations. They fed their own souls and rendered a noble service to others—even to those not of their own faith.

So it is with Life Insurance and especially so it is with the New York Life. Unlike the Cathedral builders, our founders in 1845 (eighty-one years ago) had no definite outline of the structure which they then began.

They labored to establish a program of mutual human service. They did not begin to realize the full significance of what they did. Their successors for about three full generations have labored as they did and we, the living laborers, begin now to realize what it all means. In 1926 the structure, founded in 1845, begins to emerge in outline. Its splendid substance is shown in our coming Home Office building and in our assets and outstanding insurance.

But the real structure is only suggested by these facts.

Why should not our successors continue through centuries (as the Cathedral builders did) the labors of the men and women who have built so splendidly thus far? When will the New York Life be finished? Never! Its foundations are as deep as human love; its spires disappear in unfulfilled dreams of human aspiration; its great arches support an expanding nave which can cover and protect all who come.

We are to-day building ourselves into this great Cathedral of Service.

Our work will always be as clearly defined and as permanent as is the work of the men who built with stone and to the glory of God, in the twelfth or in an earlier or in any succeeding century. Their work stands. The guide will point out, as you gaze and wonder, the work done in different centuries. The agents of Nylic are writing records which shall last as long as human life endures. They are building themselves into this great instrumentality of social service. What they do will endure. It will endure because it renders service.

Who then should work with finer enthusiasm than a Nylic agent? *Who that is young and keen and ambitious and has high ideas about service would not be a Nylic agent?*

To labor and thereby achieve something that shall not "fade like a dream"; to influence beneficently the condition of generations unborn; to build an aisle or an arch or a tower in a structure which shall last co-ally with human strength and human affection, with the knowledge that if ruin finally comes to human society, his work shall still endure in song and story! That is the ideal that leads a Nylic agent on and strengthens him as he sees that ideal becoming a reality.

Write to the nearest of our one hundred and forty-three Branch Offices in the United States and Canada or direct to the Home Office. If you have the right qualities there's a place for you.

NEW YORK LIFE INSURANCE COMPANY

DARWIN P. KINGSLEY, *President*



# The National Underwriter

## LIFE INSURANCE EDITION

Thirtieth Year, No. 14

CHICAGO, CINCINNATI, AND NEW YORK, FRIDAY, APRIL 2, 1926

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### YEAR'S LIFE BUSINESS IS REVIEWED BY BEHA

New York Insurance Superintendent Makes Annual Report to Legislature

### CHANGES RECOMMENDED

Refers Particularly to Group Insurance, Pension Funds and Mutual Organizations

ALBANY, N. Y., April 1.—In his annual report presented to the New York legislature this week, Superintendent Beha reviewed the important developments in the life insurance business, pointing particularly to group insurance and retirement funds. The superintendent referred to the bills now before the legislature regarding these two phases of the life insurance business. In commenting on the business in general, he spoke of the tremendous growth during the past year, the greatest of any previous year.

#### Comments on Group

Mr. Beha said that group insurance, although a recent outgrowth in the life insurance field, has reached a state now where it must be recognized as one of the most important factors in the life insurance business. Competition in this field, especially as regards large risks, has become exceedingly keen. However, no tendency to cut rates unduly became noticeable until the latter part of 1925 at which time competition for large risks reached the stage where a rate war was threatened and in fact resulted in cutting rates below what in the opinion of the department, the companies could safely charge and continue to do business. In order to avoid such an unsatisfactory and possibly disastrous situation, he called a conference of the representatives of the companies writing group insurance. It was agreed by those present, that minimum premiums for the first year of group insurance should be required by law. The department, therefore, prepared a bill which provides for minimum premiums for group life insurance for the first year and for the readjustment of such premiums at the end of any year based on experience which adjustment may be made retroactive for such policy year only.

#### Year's Business Reviewed

In his survey of the insurance field, Mr. Beha comments on the business of life insurance which for the 1925 business was far ahead of any previous year. The number of new policies issued by companies authorized in New York will undoubtedly exceed 2,500,000, and the new business, exclusive of industrial insurance, amounts to nearly \$10,000,000,000. The enormous growth of this business is indicated by tables showing increases from 1906 to the beginning of 1925, viz., increase in assets from less

(CONTINUED ON PAGE 20)

### GET NEW ASSOCIATION

GROUP LIFE MEN ORGANIZED

W. J. Graham of Equitable of New York Is Manager and E. E. Cammack of Aetna, Secretary

NEW YORK, April 1.—The Group Life Association has been formed by a number of companies writing group business. They represent the leading American companies and there are three Canadian companies on the list. In the aggregate they represent more than 95 percent of the total amount of group insurance in force. William J. Graham, second vice-president of the Equitable Life of New York, has been elected manager. E. E. Cammack, vice-president of the Aetna Life, is secretary. The New York insurance department is largely responsible for having this organization established. Superintendent Beha initiated the amendment to the insurance laws governing group insurance rates.

In the constitution and by-laws, provision is made for a manager who will be the chief executive officer. The only other officer stipulated in the constitution is secretary-treasurer. An executive committee, however, will be elected.

#### Objects of the Organization

The objects of the association as set out in the constitution are:

- (1) To promote the welfare of holders of group life insurance.
- (2) To advance the interests of group life insurance.
- (3) To promote economy and reduce expense in the matter of general administration by an interchange of views on practice among insurance companies which issue contracts of group life insurance.
- (4) To educate the public in the nature and advantages of group life insurance.
- (5) To represent the members of the

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W. J. GRAHAM  
Manager Group Life Association

### NAMED VICE-PRESIDENT

KENDRICK WITH LIFE COMPANY

Former Commissioner of Iowa and President of National Convention Joins Royal Union

DES MOINES, March 31.—W. R. C. Kendrick, former insurance commissioner of Iowa and president of the National Convention of Insurance Commissioners, has been elected vice-president and counsel of the Royal Union Life and will assume his new post on April 1. Mr. Kendrick was one of the most highly regarded state officials, being popular both among his fellow officials and those in the insurance business.

#### Long Legal Experience

Mr. Kendrick obtained his collegiate education at Iowa Wesleyan University, Mt. Pleasant, Ia., and Ohio Wesleyan University, Delaware, O., and his legal education at the state university of Iowa. He was admitted to the bar in 1903, and practiced law at Keokuk, Ia., until Jan. 1, 1917, at which time he was appointed assistant attorney general of Iowa, and served six years in that position through two administrations. During the six years in the attorney general's office, he specialized in insurance and corporation law, and handled such matters referred to the attorney general's department by the various other departments of the state. He was appointed commissioner of insurance Feb. 1, 1923, by former Gov. N. E. Kendall and was elected president of the National Convention of Insurance Commissioners at its last annual convention.

#### Gov. Hammill's Tribute

John Hammill, governor of Iowa, in announcing and accepting the resignation of Commissioner Kendrick, said: "I sincerely regret that Mr. Kendrick is leaving the state insurance department, as he has made a wonderful record—has placed the Iowa department among the foremost insurance departments in the country and is generally recognized as one of the most efficient insurance commissioners in the United States, as evidenced by his recent elevation to the highest office within the gift of the national convention of insurance commissioners."



W. R. C. KENDRICK  
Vice-President, Royal Union Life

### DUFFIN CONTINUES AS HEAD OF THE COMPANY

Fourteen New Directors Are Chosen for the Inter-Southern Life

### CALDWELL IS IN COMMAND

New Financial Control Will Mean a Shaping Up of the Company Along Sound Lines

LOUISVILLE, April 1.—The first meeting of the directors of the Inter-Southern Life since Caldwell & Co. of Nashville secured control, was held this week, having been set up one day at the request of Rogers Caldwell.

At this meeting resignations were received from 13 old directors, including 10 representing the so-called Bingham faction. Two others who held office with the company also retired, in addition to John E. Huhn of the Liberty Insurance Bank, who resigned some weeks ago. The Caldwell interests in turn named 14 new directors, filling the 13 vacancies and bringing the board up to full strength, it having been short one member.

#### Retiring Directors

The retiring directors are John E. Huhn, W. B. Stanfield, C. B. Nordeman, Louisville; R. P. Taylor, Winchester; Judge I. H. Thurman, Springfield; Paul F. Semonin, Louisville; W. F. Bradshaw, Paducah; J. Guthrie Coke, Auburn; Lee L. Miles, Louisville; Ralph

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ord—has placed the Iowa department among the foremost insurance departments in the country and is generally recognized as one of the most efficient insurance commissioners in the United States, as evidenced by his recent elevation to the highest office within the gift of the national convention of insurance commissioners."

#### Well Qualified by Experience

President Tucker said that Mr. Kendrick's legal training in the special corporation and insurance work he handled while in the attorney general's office for six years, combined with his insurance training as commissioner of insurance should make him an able executive, not only in the legal department but in the general underwriting department of a life insurance company, and that the directors were pleased that Mr. Kendrick had finally decided to join the Royal Union Life's executive staff.

He is the second commissioner to become affiliated with the Royal Union Life, A. C. Savage, his predecessor, having been chosen a vice-president some months ago. President Tucker expressed his gratification over Mr. Kendrick's acceptance. The company has had a wonderful development under Mr. Tucker's administration.

**CHARTER IS REFUSED****STOP FEDERAL SAVINGS PLAN**

**Kansas Board Disapproves Interlocking of Life Insurance and Loan Companies to Increase Business**

TOPEKA, KAN., April 1.—The Kansas charter board has announced that it would reject the application of the Federal Savings & Loan Association of Kansas City, Kans., for a charter to do business as a building and loan association. This was the association being organized by the Federal Reserve Life of Kansas City as a subsidiary corporation which was expected to give the life insurance company a large volume of business.

M. G. Vincent was to be president and the managing officer of the savings and loan association. He is one of the active vice-presidents of the Federal Reserve Life. The filing of the application for a charter for this association brought a storm of protests from life insurance companies and also from the building and loan associations of the state. The Federal Savings association would transact the business of an ordinary building and loan association. But its agents would also be agents of the life insurance company and the life insurance agents would be soliciting business for the building and loan. A dove-tail arrangement was in process of formation that was expected to increase materially the volume of business for each company.

**Had Strong Appeal**

It was proposed that whenever any borrower of the association would make a mortgage that a plan would be presented to him whereby with a small monthly payment in addition to his regular building and loan payment he would have a guaranty of the payment of the mortgage. The Federal Reserve would write a life insurance policy for him on a monthly premium payment term plan to run as long as the loan was in effect. During the time the mortgage was in effect the life insurance would also be effective and if the borrower died the life insurance policy would pay whatever was remaining to be paid on the loan and turn the balance over to the surviving members of the family. It was a guarantee proposition at a low cost that had a strong appeal.

Some of the life insurance companies in Kansas and elsewhere are writing exactly this sort of business but they are not doing it through any direct connection with the building and loan associations. The charter board felt that the interlocking plan of operation might lead to complications in the life insurance business and the building and loan business and that it could not permit a company to handle both lines with the same agents.

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association in matters pertaining to or which may affect group life insurance before the insurance departments and other public and quasi public official bodies.

(6) To collect and analyze the group life experience of the companies members of the association but nothing in this constitution or in any rule adopted subordinate thereto shall be held to authorize the making or promulgation of premium rates.

**American Central in Chicago**

C. M. Heublein, who has been appointed agency manager of the American Central Life at Chicago, has located at 1925 Illinois Merchants Bank building, and has already started to promote interest in his company. Mr. Heublein was formerly agency supervisor for the Reliance Life at Chicago. He will endeavor to build up an agency and will also seek brokerage business.

**STAGE A. & H. CAMPAIGN****ARE MAKING FINE INCREASES**

**Missouri State Life Agents Responding to Special Accident and Health Work of James L. Rainey**

James L. Rainey, field supervisor of the accident department of the Missouri State Life, has been staging a two weeks' campaign in Chicago with the agents of the Missouri State, of which Karl B. Korrady is Chicago manager. The results of the campaign have been very gratifying. Between \$5,000 and \$6,000 in new accident and health premiums have been written. Mr. Rainey proceeds along the idea of a set sales talk to be given to the prospect. He has been visiting the various agencies of the Missouri State and in every instance the offices visited have shown remarkable increases in the production of accident and health insurance.

**Describes His Plan**

In going to a branch office Mr. Rainey's first move is to give a five hour talk to the agents in which he outlines thoroughly his plan of action. He has a definite sales plan. In presenting this plan he first eliminates the idea from the mind of the agent that accident and health is a small business. He makes it plain that it is a major part of the program of the agent, the company and the prospect. He says that there is a correct method to sell accident and health insurance and a set sales talk is the correct method. In his talk to the agents he shows first the need and purposes of accident and health insurance. He shows that accident and health and life insurance all have the same purpose.

**Replaces Money Earning Ability**

Life insurance creates an estate to replace the loss of money earning ability. Accident insurance eliminates the loss of a man's money earning ability. In showing the need for accident and health insurance Mr. Rainey quotes Dr. Huebner's figures showing the number of wage earners and salaried men in comparison to the property values, showing that the wage loss due to accident and disease is greater than the fire losses. He also brings out the fact to the agent that he entered the insurance business with but one purpose in mind—to make money. He brings out the fact that of every \$100 of life insurance premium taken in by the agent, it will take the agent nine years to collect the entire \$100. With every \$100 of accident and health taken it will take only four years.

**Gives a Larger Renewal**

"A man," Mr. Rainey says, "who sells \$250,000 worth of life insurance gets about \$7,500 in premiums and his second year renewal is about \$375. If he increases that by one-fifth by selling \$1,500 worth of accident and health premiums, he will double his renewal income the second year. A life insurance agent on reaching the age of 65, say, has \$100,000 of life renewals. His income will be \$5,000 a year. The same amount of accident and health premiums will bring him \$25,000. At age 74, his life renewals are gone, but his accident and health commissions will continue forever."

**Shows How to Sell It**

He shows the agent why he should sell it. He answers in advance the agent's objections as to why he does not want to sell accident and health. He shows him the sources of business. He shows the agent how to classify the prospects into certain definite classes according to natural sales resistance. He gives to the salesmen in dialogue form the weak spots of the accident man's talk when he has no set sales talk.

Mr. Rainey points out two types of selling, (1) argumentative and (2) fund-

**CONTROL IS SECURED****BUY PUBLIC SAVINGS STOCK**

**President Edward G. Sourbier and Vice-President W. Scott Deming Now Hold Most of Stock**

INDIANAPOLIS, April 1.—Edward G. Sourbier, president of the Public Savings, and W. Scott Deming, vice-president, last week purchased the stock holdings in the company of former Secretary Charles W. Folz and of P. C. Reilly, a local capitalist, thereby acquiring control of the company. The transaction involved 25,800 shares which, added to their previous holdings, give Mr. Sourbier and Mr. Deming 67,800 of the outstanding 80,000 shares. The price paid is reported to have been about \$500,000.

**Expect Stabilized Future**

The company was organized in 1910 to do an ordinary and industrial life business under the deposit laws of Indiana. It now has in force about \$130,000,000. Mr. Sourbier is a local capitalist and has been president of the company for several years. Mr. Deming is a former Prudential man and is well trained in industrial underwriting, his father having been also a Prudential man who is now retired from active service. It is believed that centering of the control of the company in these two officers will stabilize its future.

**Internal Contentions in Past**

For some years past there has been more or less of an internal struggle to gain control of the company which has resulted in a number of changes in the management. Friends of the company believe that it is in a position now to proceed without the uncertainty of change of administration which has come up from year to year and accordingly a fixed program of growth and expansion can be worked out. The original organizer of the Public Savings was H. Thomas Head, now director of agencies of the Western & Southern.

amental selling. He describes the argumentative type of selling—that type which comes in and asks the man if he has any accident and health insurance and then starts to beat down every argument that the man can offer against it. After he has eliminated all the possible objections that the man can bring up against it, he tries to sell him.

**Has a Fundamental Plan**

In his fundamental selling plan, Mr. Rainey tells a story that automatically eliminates the objections before the man has a chance to bring them up. He sells him a policy to underwrite the prospect's money earning ability.

In addition to giving his talks Mr. Rainey spends, or plans to spend, at least one day with each agent in the office. Mr. Rainey maintains that it is necessary not only to tell the men how to sell accident insurance, but also take them out and show them how his sales talk operates.

**Trumble to Commercial Life**

J. A. Trumble, who has been engaged in the life business in Lincoln, Neb., for a number of years, has purchased an interest in the Commercial Life of Kansas City, and will shortly become its secretary and treasurer. He will also act as agency manager for a time. Mr. Trumble was latterly with the Commonwealth and North American companies. The Commercial Life is a young company with two millions in force, and has a program of expansion for the near future. It now does business in Missouri and Arkansas. Fred J. Uehling, formerly of the North American, is its prudent.

**C. P. TRASK APPOINTED****GOES WITH WESTERN RESERVE**

**Has Been With Equitable of New York As District Manager at Indianapolis, Ind.**

MUNCIE, IND., April 1.—Charles P. Trask has been appointed agency vice-president of the Western Reserve Life of Muncie, Ind. Mr. Trask has been district manager of the Equitable Life of New York at Indianapolis for the past four years, and for 16 years before was cashier at the Indianapolis office. He went to Indianapolis from Burlington, Vt., where he was cashier for the Vermont agencies of the Equitable. He has been a large personal producer as well as an office man and since Jan. 1 this year has written \$700,000 of personal business. He takes to the West-

**CHARLES P. TRASK**

ern Reserve Life experience which that company can use to good account.

**Company Stands Well**

The Western Reserve has been a very conservative company writing a carefully selected business not far from its home office. It is officered by men who stand well in their community and it is believed that the company is in a position to grow and eventually take a place of importance among life companies. Muncie is a town of considerable wealth and a lot of local pride. It is situated in a rich farming district and there are a number of prosperous towns not far distant.

**Athletic Tendencies**

Mr. Trask is athletic in his tastes and has made a national reputation in tennis and ice skating. For two years he was western champion in tennis singles and for several years Indiana state champion. He has also taken an interest in youngsters who are learning the game and is directly responsible for the discovery and development of John Henesey of Indianapolis who now ranks seventh in the world among tennis leaders. In 1901, due to a loosened skate strap, Mr. Trask lost by half a point the international ice skating championship out of 520 contestants. These interests have given him a large and valuable acquaintance throughout the middle west, all of which will be of benefit to him in his new position.

**Sovereign Life Business**

The Sovereign Life of Chicago, which was organized in September, 1925, has written more than \$1,000,000 worth of insurance. It is an assessment company organized under the Illinois statute of 1893. The home office is at 29 South LaSalle street, Chicago, Ill. Henry C. Springston is president and Edward C. Clark is secretary and treasurer.



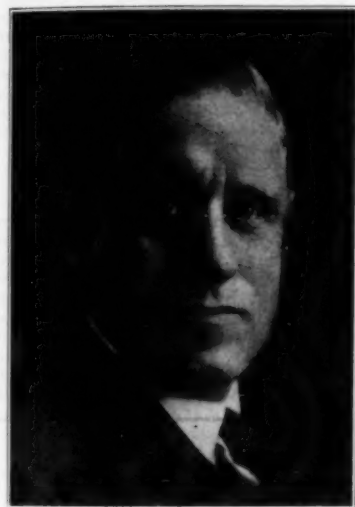
## NEW ENGLAND SALES CONGRESS IS STAGED

Attendance of About 800 Marks Annual Gathering in Boston

### HUEBNER IS ON PROGRAM

James A. Whitmore, Agency Manager Phoenix Mutual, Gives Inspiring Address on Selling Life Insurance

BOSTON, March 31.—The annual New England sales congress of the Boston Life Underwriters Association, held here last week, brought some 800 life insurance men from all sections of inspirational and salesmanship talks. Among the features of the day was the



JAMES A. WHITMORE  
Phoenix Mutual Life

address of Rev. Dr. Garfield Morgan of Lynn, who delivered an inspirational talk at the opening of the congress.

#### Keep Away from Dead Line

Dr. Morgan told the life men that the all important thing is to "keep away from the dead line." The dead line is not a matter of age but of attitude. Some get on the line at 20, some at 30 and some are born on it. Life's deadline is caused by the inferiority complex in everyone's system. The line is reached through various channels, including a lack of initiative, discouragement, routine and many other ways. The difference between a man who has reached the deadline and the vigorous, obstacle-debating fighter, is accounted for by the individual himself. If one is to function at 100 percent he must keep away from the dead line. Do not take a cringing, crawling attitude toward life. Believe in yourselves, be enthusiastic, have red blood in your veins, vision in your souls and don't cringe to anyone. Don't be a servile slave. Lots of men are incapacitated because instead of doing things they allow themselves to be mediocre.

#### Match Dreams Against Facts

You can get all kinds of programs but if you have not dreams or visions of success and match your dreams against the facts, you will not be a success. With lots of men dreams fade in the light of day. They are just walking about to save the funeral expenses. Achieve something once in a while. Make yourself prominent. Make yourself known. Routine can be as deadly as anything else. The fact that things have

## MANAGERIAL MEETING

### CONFERENCE OF MUTUAL LIFE

Second Vice-President George K. Sargent Was in Charge of the Gathering in Chicago

There were 72 managers of the Mutual Life of New York present at the conference in Chicago last week, only two being absent. This was the first national conference of managers since 1922. The meeting was in charge of George K. Sargent, the second vice-president, who is head of the agency department. He was accompanied by Assistant Superintendent of Agents Thomas Bell, Agency Assistant Walter F. Shaw, Agency Inspector Thomas F. Stevens, and Nelson M. Sherman of the agency department. The managers feel that under Mr. Sargent's regime the agency department will be more aggressive. He holds the confidence of the men.

The Mutual Life people have set \$500,000,000 for new paid for business this year. Mr. Sargent sounded the managers to get their ideas on a number of points. The Mutual Life has never pressed forward into the plunging class. It has always been conservative and has not introduced many of the modern frills. It has increased its dividend scale and pounded away along the old lines. It seemed to be the consensus among the managers that the company should not depart far from the beaten path, although it was agreed that considerable more enthusiasm might be injected into the agency personnel. Mr. Sargent is regarded as a man well versed in life insurance. He has been connected with various departments and is a man of high ideals.

been done in the same way is no sign they must and should be done in that same way. You must have the desire to be original and creative. The mind should not be wasted on useless things. Dr. Morgan praised insurance men as a godsend to families made destitute by the death of their bread winners and exhorted them to take advantage of their wonderful opportunities of worthy service.

#### Whitmore Gives Inspiring Address

Agency Manager James A. Whitmore of the Phoenix Mutual Life was the closing speaker of the congress. He gave an inspirational address on the topic, "Selling Life Insurance Is Our Job." Mr. Whitmore said there is danger of life men thinking too much of the ideal side of life insurance. What they need is to put real ginger into themselves. Many live in a sort of maze; they have not accepted their responsibilities. The job of the life men is no different from that of others in one respect: It is their business to get enough out of the greatest business in the world to take adequate care of their families, to play the part of a real man.

Mr. Whitmore believes in the full time man and the hard hitting man. It is not sufficient to say that life insurance has become an economic necessity. He believes the life underwriters associations are the greatest factors in the development of the business. Good will has been created by the trust company advertising. It is the duty of the companies to give every help possible to their agents to break down sales resistance. The success of a life man is wrapped up in his own life. If he would think right, come down out of the clouds, and stick to three things, he would succeed. The three essentials are to have courage to do the job and do it right; poise, which one gets by knowing his business thoroughly, and, finally, finding the need and filling it.

Prof. S. S. Huebner of the Wharton School of Finance & Commerce, Uni-

## PRELIMINARY PROGRAM

### SCHEDULE FOR MEDICAL MEN

Plans for Annual Meeting of the Section of the American Life Convention

The preliminary program for the annual meeting of the medical section of the American Life Convention to be held at the Broadmoor Hotel, Colorado Springs, Colo., June 8-10, has been announced by Dr. John B. Steele of the Volunteer State Life, who is chairman. The program is as follows:

#### Tuesday, June 8, 9 A. M.

Chairman's Address: "The Day's Work"—Dr. John B. Steele, Medical Director, Volunteer State Life.

Address—H. B. Arnold, President American Life Convention, Columbus, O. "Eye," Dr. M. H. Post, M. D., St. Louis.

#### Tuesday, 2 P. M.

"Insurability of Those Employed in the Moving Picture Industry"—Dr. S. E. Simmons, Medical Director, California State Life of Sacramento.

Discussion—Dr. H. G. Gibbons, Medical Director, Western States Life of San Francisco. Dr. W. W. Beckett, Medical Director, Pacific Mutual Life.

"The Effects of Modern Prohibition on Life Insurance Selection"—Dr. M. O. Austin, Medical Director, West Coast Life of San Francisco.

Discussion—Dr. E. W. Rheinheimer, Medical Director, Two Republics Life of El Paso, Texas. Dr. F. N. Cochems, Medical Director, American Life of Denver.

#### Wednesday, 9 A. M.

"Laboratory Technique"—Dr. F. B. Kingsbury, Metropolitan Biochemical Laboratory, Metropolitan Life. Dr. Frank P. Clark, Medical Director, Mutual Benefit Life.

"The Report of Experiments in Using an Indicator With Glucose"—Dr. Albert Seaton, Medical Director, American Central Life.

"Non-Medical Insurance"—Dr. Henry Wireman Cook, Medical Director, Northwestern National Life.

Discussion—Franklin B. Mead, Actuary, Lincoln National Life. Dr. C. B. Piper, Medical Director, Guardian Life.

#### Wednesday, June 9, 2 P. M.

"Women Risks, Especially With Reference to Pregnancy"—Dr. H. A. Baker, Medical Director, Kansas City Life.

Discussion—Dr. Carl Stutsman, Medical Director, Merchants Life of Des Moines. Dr. Frank Truitt, Medical Director, Reserve Loan Life.

"Life Insurance Risks Affected by Surgical Conditions of the Stomach and Duodenum"—Dr. Hamp Fancher, Medical Director, Provident Life of Chattanooga.

Discussion—Dr. A. C. Stokes, Medical Director, Guarantee Fund Life, Omaha. Dr. C. M. Whicher, Medical Director, Royal Union Life of Des Moines.

Wednesday Evening, 8 P. M.—Business Meeting.

#### Thursday, 9 A. M.

"Substandard Life Insurance"—Arthur Coburn, Actuary, North American Life Reinsurance of New York.

"Substandard Shopping"—Dr. C. B. McCulloch, Medical Director, State Life of Indianapolis.

Discussion—Dr. C. N. McCloud, Medical Director Minnesota Mutual Life. G. H. Beaudry, Actuary, Capitol Life, of Denver.

"The Importance of Genito-Urinary Impairments in Life Insurance Selection"—Dr. J. L. Evans, Medical Director, Farmers & Merchants Life of Wichita.

Discussion—Dr. Reginald C. Voss, Assistant Medical Director, Pan American Life.

versity of Pennsylvania, gave an address on, "The Monetary Value of Human Life." He stated that this value, represented by a capitalization of the current earning capacity of the nation's adult lives at the ordinary rate of interest, is more than four times the total of all property values in the country. He stated that it is essential to appraise life values in a financial way for business and family purposes and they be treated just as scientifically as to organization, management and liquidation as proper-

(CONTINUED ON PAGE 36)

## HOLD SALES CONGRESS IN PACIFIC NORTHWEST

President Jones of National Association of Life Underwriters Speaks

### HAD LARGE ATTENDANCE

Series of Splendid Sales Talks Given by Various Leading Agents Added Value to Program

SEATTLE, March 31.—Life underwriters from all over the Pacific northwest convened here last week for a one day sales congress. Frank L. Jones of Indianapolis, president of the National Association of Life Underwriters, was the principal speaker. He addressed the 300 men and women at the morning session and again in the evening.

#### Is Solving Many Problems

President Jones, on the subject, "People Are Valuable," said: "Life insurance is not only making us live longer; it is aiding us to solve some of the age old problems that have baffled the ages. Capital and labor are getting together through group insurance, and group insurance is an incentive for men to stay with a firm." President Jones at the morning session went into detail in discussing the relation of group insurance to many social problems. He referred to the government bonus and to the Orthopedic hospital endowment which was raised by underwriters of the state of Washington.

#### Compliments Insurance Journals

J. J. Patterson on the subject, "Uncovering Insurance Needs," stressed the mental attitude of the underwriter and complimented the insurance journals on the inspirational articles they carry. Mr. Patterson declared he thought his family was fully insured until another underwriter pointed out that his two little girls needed an educational policy. He declared there are 48 specific needs for life insurance. He said that repetition of experiences with his clients was the greatest single factor in uncovering new insurance needs. He referred to life insurance as a safe and progressive way of attaining life objectives, drawing the illustration of a man saving money so that he might travel. He declared that insurance on wives is a neglected field and that it was only a problem of education.

#### Must Serve Existing Needs

Properly serving existing needs was the topic of L. E. Douglas of Everett, Wash., who declared it is the duty of the underwriter to dig out needs. He added that 80 percent of Americans are living on the installment plan of buying. He declared educational needs are now better served. He said it is the modern underwriter's duty to urge the client to make a will and to tie it up with insurance. Changing needs, he added, makes it necessary for the underwriter to be a specialist.

#### Opposed to a Set Approach

H. M. Walthew of the Penn Mutual, Seattle, speaking on the approach said: "I cannot tell you of any series of approaches because I have none. Nor do I have any set approach. A set approach to my mind is a poor approach. A country swain once desired to propose to his girl by letter and on consulting a book devoted to letter writing found many letters devoted to proposals but finally had to give it up because his girl's name was Matilda and none were addressed to a girl of that name. "Rehearsing an approach is not worth

while because the prospect is usually not present at the rehearsal. The approach is the prospect's first impression of you. You must remember that looks speak louder than words. Your approach must be made when the situation permits. I recall an experience I had with a man named Brown we will say. I sought his office many times over a period of two or three months seeking to find him favorable to my solicitation but without success."

#### Tells of Orthopedic Campaign

An analysis of results of the \$2,000,000 endowment campaign waged last year by life underwriters of the state for the Children's Orthopedic hospital was made by Mrs. John W. Roberts, treasurer of the hospital. Mrs. Roberts said: "Today there are \$775,000 in policies in force. One is a group policy for \$110,000 and two are for \$25,000. The policies are kept in a vault donated by the National Bank of Commerce. Besides the policies the campaign brought in due to the publicity \$8,000 in cash from one source, \$14,000 from other sources and 1,280 memberships. The hospital was left in wills \$125,000 during the campaign."

#### Lapses Are Light

"We sent 'thank you' letters to all policy holders whose names we had. One group of \$26,000 was not reported until months after the campaign was over. Seventy-five percent of all contributors during the campaign had never contributed before. We find that people like to give in different ways. So far \$7,500 has lapsed: I ask your close cooperation in regard to lapses. I want the real reason for each. The publicity given the hospital also resulted in many more children being sent to the hospital. We never refuse a child unless the case is hopeless. Only 1 of the 402 policies has matured to date. In our 19 years of existence we have cared for 9,702 children who have come from all counties in the state."

## LIFE MEN ANALYZING FEDERAL ESTATE ACT

F. W. Ganse Has Prepared a Report for the Boston Association

### EXEMPTION NOW \$100,000

National Reduction in Tax Rates Paves Way for Increased Sales of Life Insurance

The effects of the new federal revenue act on life insurance are being analyzed by life underwriters' associations for the benefit of their members. A description of the report prepared for the Boston association by Franklin W. Ganse, manager there of the Columbian National Life and a leading tax insurance expert, is given as follows in the New York "Evening Post":

#### Exemption Increased to \$100,000

"The specific exemption is increased from \$50,000 to \$100,000. This is of great importance to persons of moderate means, who can now leave \$140,000 of life insurance proceeds or other assets without any federal estate tax; any amount of which even up to the entire \$140,000 could consist of life insurance proceeds, providing there were not other assets to carry the estate beyond the exemption limit. For example, a man who runs \$50,000 in assets and now has \$40,000 in life insurance payable to his wife can take out \$50,000 more payable to personal beneficiaries or even to his estate, and the entire amount of life

insurance and other assets will be exempt from the federal estate tax.

#### Rates Are Materially Reduced

"The rates on all estates of over \$150,000 are materially reduced, culminating in a top rate of 20 percent for estates of \$10,000,000 or over in place of the 40 per cent limit on such estates under the revenue act of 1924.

"An interesting feature of the new law allows any amount paid in state inheritance taxes to be deducted from the total federal estate tax, providing it does not exceed 80 percent thereof. For example, if the federal tax figured at the regular rates amounted to \$10,000 and the state inheritance tax amounted to \$8,000, the net amount payable to the federal government would be only \$2,000, or a total of \$10,000 for both state and federal inheritance taxes.

#### Permits Greater Sale of Life Insurance

"This feature on estates up to those of large size reduces the federal estate tax and will permit the sale of life insurance to owners of such estates without the handicap of a large federal estate tax on the proceeds in excess of \$40,000.

"Section 213 of the law has been rewritten as follows, involving important changes, some favorable and some unfavorable, in the matter of the exemption of the proceeds of life insurance policies from federal income tax:

#### Exemptions Are Given

"(b) The term 'gross income' does not include the following items, which shall be exempt from taxation under this title:

"(1) Amounts paid under a life insurance contract paid by reason of the death of the insured, whether in a single sum or in installments (but if such amounts are held by the insurer under an agreement to pay interest thereon, the interest payments shall be included in gross income);

"(2) Amounts received (other than

the amounts received by reason of the death of the insured and interest payments on such amounts) under a life insurance, endowment or annuity contract, but if such amounts (when added to amounts received before the taxable year under such contract) exceed the aggregate premiums on consideration paid (whether or not paid during the taxable year) then the excess shall be included in gross income. In the case of a transfer for a valuable consideration, by assignment or otherwise, of a life insurance, endowment or annuity contract, or any interest thereon, only the actual amount of such consideration and the amount of the premiums and other sums subsequently paid by the transferee shall be exempt from taxation under paragraph 1 of this paragraph."

#### Berthold to Make Address

NEW YORK, April 1.—Frank A. Berthold will address the John C. McNamara organization of Guardian Life here tomorrow. Mr. Berthold is one of the largest independent writers in New York producing more than \$4,000,000 annually in addition to a large brokerage volume. His success has been due to an intensive and persistent cultivation of many centers of influence through a reference system and the development of them by superior service. Mr. Berthold will explain his plans of selection, elimination, fact finding, approach and introduction of the subject of life insurance.

#### Is Licensed in Kansas

The Chicago National Life has been admitted to Kansas. George R. Barry and Thomas A. Bigger of Kansas City, Kan., have been appointed state managers. Mr. Barry has had a long experience in life insurance and Mr. Bigger conducts a fire and casualty agency in Kansas City. The Chicago National Life is now operating in Illinois, Indiana, Iowa, Missouri, Kentucky and Kansas.



Equitable Life of Iowa Building, Des Moines  
Iowa's Tallest Office Building

# THE EQUITABLE LIFE OF IOWA

Maintains a

## SERVICE DEPARTMENT

for the Assistance of Its Agents

In addition to rendering individual service to agents at all times, the Service Department also sponsors many standard sales helps, which bring definite results to agents.

Honorary Production Clubs  
One-A-Week Club  
Result-Getting Sales Letters  
Helpful New Sales Manual  
Live, Interesting Circulars  
Attention-Getting Blotters  
Follow-Up System on Old Policyholders  
Many Other Practical Helps to All Agents

Men desiring connections with a progressive helpful company write to Agency Department.

## Equitable Life Insurance Company OF IOWA

Founded: 1867

Home Office: Des Moines



# Great Financial and Commercial Leaders Direct Missouri State Life



*A Policy to meet every  
Life Insurance Need*

THE Board of Directors, elected by the Missouri State Life on March 10th, following the acquisition by Caldwell & Co., Nashville, Tennessee, of a substantial interest in the Company, includes some of the strongest business leaders of the nation, men who are prominently identified with great outstanding financial and commercial institutions. Following is a list showing the personnel and business connections of the men composing the Board:

L. W. BALDWIN  
St. Louis  
President, Missouri Pacific Railroad Company

W. S. BRANSFORD  
Nashville  
Capitalist  
Director, Fourth and First Nat'l Bank

JAMES E. CALDWELL  
Nashville  
President Fourth and First Nat'l Bank  
Chairman Board, Cumberland Telephone and Telegraph Company

ROGERS CALDWELL  
Nashville  
President, Caldwell & Company  
President, Bank of Tennessee

W. FRANK CARTER  
St. Louis  
Carter, Norton & Jones, Attorneys  
Director, National Bank of Commerce in St. Louis

WHITEFORD R. COLE  
Nashville  
President, Louisville & Nashville Railroad Company  
President Board of Trustees, Vanderbilt University

PAUL M. DAVIS  
Nashville  
Vice-President, American Nat'l Bank  
Chairman Board of Directors, Tennessee Central Railroad Company

THEOBALD FELSS  
Cincinnati  
President, Felss Flour Milling Company

E. D. NIMS  
St. Louis  
President, Southwestern Bell Telephone Company

M. E. SINGLETON  
St. Louis  
President

J. SHEPPARD SMITH  
St. Louis  
President, Mississippi Valley Trust Co.

HILLSMAN TAYLOR  
St. Louis  
Vice-President

F. O. WATTS  
St. Louis  
President, First National Bank

*A Great Company Daily Growing Greater*

## MISSOURI STATE LIFE INSURANCE CO.

M. E. SINGLETON, President

HOME OFFICE, ST. LOUIS

**LIFE - ACCIDENT - HEALTH - GROUP**

# OHIO OPPORTUNITIES

## with THE INDIANAPOLIS LIFE INSURANCE COMPANY

### For Managers IN OHIO

At the Following Points:

**Columbus Dayton Toledo**

### QUALIFICATIONS

Under 45 years of age, good health, good education, ability and experience both in personal sales and developing men.

### WORKING TOOLS

A Purely Mutual Company—21 years old.  
\$57,000,000.00 Insurance in Force.

Low Initial Premiums, reduced by liberal annual dividends, resulting in Very Low Net Cost.

Satisfied Policyholders, and

A clean and wholesome record all the way through. In 1923 and 1924, the Company paid an EXTRA DIVIDEND of 20%.

An average of 26% increase in dividend scale went into effect November 15, 1924.

DIVIDEND RECORD OF POLICY No. 809

Issued, 1906

\$10,000—20 Payment Life—Age 35

Year	Annual Dividend	Net Premium
1906		\$331.60
1907	\$41.30	290.30
1908	42.70	288.90
1909	44.60	287.00
1910	45.80	285.80
1911	47.10	284.50
1912	48.00	283.60
1913	53.90	277.70
1914	55.80	275.80
1915	57.40	274.20
1916	(Reg. Div.) 59.80	205.50
	(Extra Div.) 66.30	
1917	61.80	269.80
1918	64.30	267.30
1919		331.60
1920	61.10	270.50
1921	70.10	261.50
1922	73.00	258.60
1923	(Reg. Div.) 75.80	255.80
	(Extra Div.) 15.16	
1924	(Reg. Div.) 78.70	237.20
	(Extra Div.) 15.70	
1925	112.40	219.20

For Particulars Write Home Office

FRANK P. MANLY  
President

JOE C. CAPERTON  
Agency Manager

## SUGGESTS AIDS FOR THE NEW SALESMAN

Vice-president Sargent of Mutual Life Addressed New York Congress

### SELF-ANALYSIS STRESSED

Points to Manner in Which Agents Can Help Develop Ability by Themselves

In a recent address before the New York sales congress, Vice-President George K. Sargent of the Mutual Life of New York gave a number of suggestions as to what can be done to aid the new agent. Mr. Sargent first listed the qualities of the ideal salesman, which have been reviewed in past issues of THE NATIONAL UNDERWRITER, and then took up the question of developing an ideal salesman from the new agent, saying in part:

#### Preparation Essential

"Our mythical John Doe, whom we have cited as our example of the average beginner in our work, stands ready to start his active operations. He is about to sail on a sea unknown to him. We can tell him his ports of call, his final destination, tell him what is essential for his safety, and well-being and success, tell him the importance of his lifelong voyaging, give him a chart of safe lanes of travel and point out his hazards. But we can not navigate for him, although we can speak to him now and then, with warning and advice. He will be a foolhardy salesman if he sets out without due attention to the advice of those who have voyaged before him, foolish to ignore charts, and sail without regard for the words of the seasoned mariner who has gone before him.

#### Aiding New Men

"What can we do for the new salesman? How can we best help him to help himself? We must show him that he can serve himself, carry on a business that will interest and satisfy him, and be profitable to him, and we must inspire him to action from the broad motive of service to humanity, just about as he in turn must learn to move individuals to action from high ideals. We can tell him that while almost all individuals take life insurance from ostensible motives of selfishness there is a sentiment back of them, that sentiment is the bedrock motive. We can not open his skull and inject wisdom and experience and inspiration. We can show him what these things are in his work and how and where to gain them. We can encourage him, praise him, clap him on the shoulder for good work done, and caution and correct him when he goes off his course.

"He is confused, naturally enough. Let us simplify and intensify his training. Let us impress upon him that in his work, perhaps more than in any other calling, it is possible to put to immediate use the experience of others.

#### "Average" Men Succeed

"No one 'ideal,' but all 'average' men can succeed. Probably no man can have all the desirable qualities and attributes of mind and heart and person that I have touched upon in an outline of my conception of the ideal life insurance salesman. Any man, however, we may be sure, can gain most of them in a degree. Any man can gain the ideal of the business. He can improve his head and his heart, yes, and his person, too. Let the agent have honesty of purpose, faith in his business, workable knowledge of his business and courage,

and he is ready to begin business. It matters not who or what he may be, his age or his looks, the fact is that he will, consciously or unconsciously, and partly consciously and partly unconsciously, work upward toward the ideal of the business, and add the ideal qualities one by one and bit by bit. The conscientious life insurance salesman works unwittingly toward the ideal. His business course is much like water seeking its own level; and the true level of life insurance is the level of high service to humanity—a mighty force for good in civilization.

#### Many Follow Ideal

"I hope my outline of the ideal agent and his ideals is comprehensive and not too idealistic. I realize that thousands of men in the field look upon life insurance as business, just business, a wonderful business. I understand that viewpoint. But nevertheless, as I have stated several times, the foundation is the ideal; and the most practical man bases his operations upon that ideal and works in conformity with it. In fact, he must do so, because life insurance is essentially an ideal. We all know well, of course, that many men who do not talk of 'service' and the 'ideal' see the ideal clearly and quietly follow it.

"I know that there are some people who apparently doubt the ideal base of life insurance and deem it an 'economic instrument.' Life insurance is an economic element, great and powerful and far-reaching, but the business itself shows the real greatness as far more than a factor in mere material progress. It is true, of course, that favorable conditions rest upon material state and progress, but the progress comes from necessity or idealism.

#### Idealism Deeply Rooted

"Roughly, there is, as you know, about \$65,000,000.00 of life insurance in force; and roughly, the average individual protection is about \$2,500. This then must mean that the average man, millions of him, the man not concerned about inheritance taxes or business obligations, is trying to extend his protection as best he can, because of duty and affection. This is a wonderful thing!

"Upon my statement of the idealism of life insurance I stand, gladly. It's not a bad thing to believe, to know, that almost all men in this land are trying to do something fine and are doing it.

"In a way, this talk about the ideal agent is academic. It is, we may say, a statement of personal opinion upon an interesting question. Of course, it is that, and nothing more.

#### Self-Analysis An Aid

"What I have said, although a personal opinion expressed in a personal way, is, I believe, a syllabus of the gathered experiences, opinions and beliefs of thousands of men and women. All such personal opinions are so derived, from the thought of many tried and weighed and crystallized in the thought of an individual.

"My effort has been to make the statement a basis for self-valuation, and self-adjustment, and self-improvement, for a desirable outlook upon life insurance and upon life as related to it, and therefore a basis for a method of carrying on work.

"First, let a man make a self-analysis. We dislike to analyze ourselves, partly, perhaps, because we think it a foolish and worthless thing to do, and partly because we deem it an indication of weakness or of vanity. But it has nothing to do with gathering moonbeams. We have no use for a morbid self-dissection. We don't refer to that. Self-analysis is a practical thing and is of prime importance. It is just like taking a survey of business, and has the same importance for understanding and success. Who would for a moment think of taking over some business without knowing the standing of the business, its aims, its capabilities, its stock, its personnel? If you were to buy a business—

(CONTINUED ON PAGE 32)



## SALARY BUDGET PLAN IS WELL DISCUSSED

Richard Place of the Aetna Life Gives Some Practical Suggestions

### TALK BY ABNER THORP

Editor of Diamond Life Bulletins Shows How Life Values Are Far From Being Probated

CINCINNATI, April 1.—The first annual meeting of the Frank C. Zart, Cincinnati agency of the Aetna Life was held this week. Mr. Zart welcomed the men and asked for their support during the coming year in putting the Aetna Life on the map in this section as it deserves.

Abner Thorp, Jr., editor of the "Diamond Life Bulletins" gave some very impressive figures to indicate the vast future of the life insurance business. The material wealth of the country is between 350 and 400 billions. The life values, on a conservative basis are 2,000 billion of which only 70 billion, or about 3½ percent, is underwritten. This is less than one year's income. According to government statistics of 1920, \$350,000,000 in estates was passed on to heirs. The shrinkage on this due to taxes and other costs was \$60,000,000 and there was a woeful lack of insurance to overcome this shrinkage.

#### Orville Thorp Quoted

He quoted Orville Thorp of Texas who determined that the average cost of

funeral expenses, including, of course, doctor's bills and incidental charges was \$1,200. 400,000 people died during the year. The funeral bill of the nation therefore was \$480,000,000 or almost seven times the total amount of life insurance the deceased had in force. Great as the premium deposits are in this country, it is exceeded by over 25 percent by the tobacco bill.

#### Aiming at Proper Balance

The proper balance for life insurance is the good to which life underwriters are striving. The key to success in underwriting is enthusiasm—the predominating quality in every large producer. He cited the success of Clay Hamlin of Buffalo as an example of the success stimulated by an overwhelming zeal and belief in the advantages of life insurance.

Another excellent stimulant to production is for each agent to solely analyze his own affairs and to insure himself to the limit of his resources. When he has done this he can go out and sell more himself.

#### New Group Assistant

M. J. McGinley was introduced as the new group assistant. Al Brodie has been attending to all of this work himself, but the Cincinnati agency has made such a record in recent months that the home office has found it necessary to send a second man.

#### Salary Budget

The special topic of the meeting was a discussion of selling salary budget insurance. Richard Place, manager of this division at Hartford, made the trip especially to conduct this portion of the program.

He stated that salary budget insurance had been a development with many companies. Real success in this insurance is based on 100 percent co-operation of the employer. While it is a sales plan, the employer too often regards it merely as a scheme to enter the plant to solicit life insurance. It has certain

very definite benefits to the employer, and these must be developed to overcome his objections. The thrifty employee is an asset in any business. The thriftless one is responsible for expensive labor turnover. If a few more can be converted from one class to the other, the salvage of the drifters will be converted to the profit of the business.

#### Intangible Relationship Seen

There is a certain intangible relation between efficiency and thrift. The protection of the family is another advantage for the employer has a certain moral obligation at death or disability of the employee.

That large corporations are seeking the ends which salary budget insurance serves has been strikingly brought out in soliciting them. An instance is that of the Standard Oil Co. of Indiana. But each point was handled in a different manner. Group insurance gave the protection. Sale of stock on the installment plan encouraged.

#### Will Mean More Interviews

According to Place, salary budget insurance will be of great assistance to solicitors. It will solve the problem of "where to go" and "who to see." He asserts that the best an agent can do now is to average two real interviews a day. But the salary budget plan will result in from six to ten interviews a day. Once a case is started, the agent has but to seize the opportunity and group psychology will carry the interviews through. Prospects who will not discuss insurance at their office because of the imposition on the firm's time will give a whole lot of attention to insurance, if the employer grants permission. Indeed, Mr. Place makes the point that abuse of the employer's interest must be guarded against by the agent.

Another advantage is that there is more of a tendency to buy on the first interview. This of course means quantity production and a great conservation of the agent's time.

A final point was that salary budget

did not in any sense conflict with group insurance. It does not aim to cover the industrial class. Group insurance is so much lower in cost that there can be no substitute for it for those working on a low wage scale and whose primary interest must remain that of pure protection.

#### Criminal Charges Filed

W. B. Smalling, former home office manager of the Medical Life of Waterloo, Ia., recently reinsured by the Royal Union Life of Des Moines, has been placed under \$1,000 bond on a charge of conspiracy to defraud, made by L. J. Stambaugh, a farmer, who alleges that he was induced to purchase 12,000 shares of stock of the Medical Life on Feb. 5, the day on which plans to merge with the Royal Union were announced.

A warrant charging criminal conspiracy has also been issued for J. G. Londergan, former president of the Medical Life, on complaint of the Insurance Loan & Investment Company, which was closely allied with the life company. It alleges that he removed his own notes to the amount of \$23,390 from the files of that company.

#### Two Playlets Produced

Two playlets illustrating various phases of trust company and trust department service which were presented at the seventh mid-winter trust company conference in New York in February have been issued in booklet form by the Trust Company Division of the American Bankers Association. One is entitled "The Widow's Inheritance" and shows the advantage to widows and others who are acting for the living and the dead of transferring the management of their affairs to a trust company. The other playlet entitled "Protecting the Estate" is designed to show that the insurance man of today is working along similar lines with the trust officer and that both are cooperating to protect and conserve estates.

## GENERAL AGENTS

Capable men desiring to build their own General Agencies may obtain exclusive territory of their own choice with this progressive young company. We accept all classes of life risks, age one day to 65 years. Our best uncontracted territory includes:

#### INDIANA—

Seymour  
New Albany  
Terre Haute  
LaPorte  
Michigan City

#### OHIO—

Lima  
Toledo  
Dayton  
Cleveland  
Springfield

#### MICHIGAN—

Calumet  
St. Joseph  
Kalamazoo  
Marquette  
Jackson

#### ILLINOIS—

Peoria  
Mt. Vernon  
Springfield  
Murphysboro  
Rockford

#### IOWA —

Waterloo  
Mason City  
Sioux City  
Council Bluffs  
Dubuque

#### MISSOURI—

Joplin  
St. Joseph  
Cape Girardeau  
Jefferson City  
Moberly

For further information communicate with

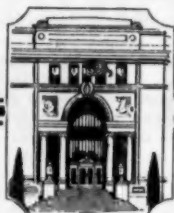
A. O. Hughes, Vice-President in charge of Agencies

## Farmers National Life Insurance Company OF AMERICA

3401 South Michigan Ave., Chicago, Illinois



THE DOORWAY



TO OPPORTUNITY

## Four Points to Remember about NORTHWESTERN NATIONAL

These four points in Northwestern National Service indicate that no stone is left unturned to offer agents every convenience that modern life insurance affords.

1. *Salary Savings*
2. *Non-medical*
3. *Substandard Service*
4. *Group Insurance*

### NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY MINNEAPOLIS

O. J. Arnold, President

Insurance in Force  
Dec. 31, 1925  
\$212,399,980

Insurance Written  
in 1925  
\$42,221,166

## What the 63rd Annual Statement Shows

Assets of \$368,818,073.  
Policyholder's reserve (Massachusetts standard) of \$316,383,808.  
Other liabilities \$21,922,459, including policyholders' dividends of \$11,250,000 payable in 1926.  
Surplus Assets \$30,511,805; 9.6 per cent of the general policy reserve.

The *John Hancock Mutual* writes all forms of Life, Endowment and Term policies for Business and Personal Protection, Joint Life contracts, Total Disability and Double Indemnity, all the new forms of Group, Wholesale and Payroll Deduction, as well as Annuity contracts in various forms.

Our organization is prepared to arrange life insurance protection to meet any need and specializes in the requirements of particular conditions and inheritance taxes.

*John Hancock*  
MUTUAL  
LIFE INSURANCE COMPANY  
OF BOSTON, MASSACHUSETTS

## AETNA LIFE WILL PUT AUTOMOBILE ON FEET

Votes to Increase Its Own Capital by \$5,000,000 at Two  
for One

WILL NEED \$12,000,000

President M. G. Brainard Outlines Plans at the Stockholders' Meeting—Positive Position Has Been Taken

HARTFORD, March 31.—It will take \$12,000,000 to refinance the Automobile Insurance Company of this city, and put it on a firm foundation. President Morgan G. Brainard of the Aetna Life made the announcement to the 300 stockholders of the Aetna Life at their meeting this week.

A distinct purpose to stand behind the Automobile and place its affairs on a sound footing was revealed by the stockholders when they rallied to preserve the good name of the company and vote in favor of the stock issue of 50,000 shares to be offered at \$200 a share. The proposed stock increase brought forth a vote of 82,193 shares in favor of the increase to 15 against.

### Heard Brainard's Statement

The 300 stockholders present at the meeting this week and heard the first definite statement issued by President Brainard that \$12,000,000 might be required to complete the rehabilitation of the Automobile.

All that was known hitherto was gleaned from the annual statement which indicated a loss of about \$4,000,000 in 1925. The sum of \$12,000,000 is more than will be provided by plans announced as now understood. The Aetna Life will raise \$10,000,000 from its own stockholders. It will increase its own capital by \$5,000,000 and use an equal sum in buying stock of the Automobile. Thus will put \$5,000,000 to the disposal of the subsidiary.

### Automobile to Increase

It is assumed that the next step, now that the Aetna Life stockholders have ratified the stock increase, will be for the Automobile directors and stockholders to vote a capital increase in which the Aetna Life will then invest. This formality is necessary to get the money voted by the Aetna Life actually into the treasury of the Automobile. It has been assumed that the Automobile's new stock would be sold at least \$500 a share, of which \$100 would be for capital and \$400 for surplus.

This would provide \$5,000,000 of capital and \$4,000,000 additional surplus, making the total surplus on the basis of the last annual report, about \$6,000,000 which is the capital structure indicated by President Brainard. He expressed confidence that the Aetna Life is abundantly able to do whatever is necessary to put the Automobile upon a firm foundation. This view coincides with informed opinion in the financial district. It is commonly believed that because of the conservative valuation placed upon its assets in its annual statement, the Aetna Life actually has at its command resources worth from \$15,000,000 to \$18,000,000 more than are rated in the report. In time of need the company can make use of the full value of such assets.

### Mrs. Beymer's Splendid Work

Thomas W. Blackburn, secretary of the American Life Convention, who has been on a trip abroad, expects to be back at his office April 12. During his

absence the work of the American Life Convention has been carried on in a very successful and efficient way by Mrs. L. F. Beymer, the assistant secretary. Mrs. Beymer has been connected with the office during almost the entire career of the organization and has served it most faithfully.

### ANNIVERSARY FOR BROSMITH

Vice-President and General Counsel of the Travelers Admitted to Bar 50 Years Ago

William BroSmith, vice-president and general counsel of the Travelers, observed the 50th anniversary of his admission to the bar this week.

Mr. BroSmith was born in New York in 1854 and studied law in that city. He passed the bar examinations on March 31, 1876, and immediately took up general practice. He soon began specializing in corporation law, giving particular attention to insurance.

He went to Hartford as an attorney for the Travelers in 1895. Six years later he was made general counsel of the company, succeeding the late Sylvester C. Dunham when the latter was elected vice-president.

In 1922 Mr. BroSmith was elected vice-president and general counsel and holds the same position with the Trav-



WILLIAM BROSMITH

elers Indemnity Company and the Travelers Fire.

In his official capacity Mr. BroSmith has been the representative of the Travelers in many insurance organizations and for years has been a prominent figure in the business throughout the country. He has been president of the Association of Life Insurance Counsel, president of the International Association of Accident Underwriters, twice president of the International Association of Casualty & Surety Underwriters, and manager of the bureau of publicity, casualty insurance. He has served on the executive or governing committees of these and various other insurance organizations whose activities have been country-wide.

### City Loans in Oklahoma

There are some companies that are now loaning freely on town property in Oklahoma. Oklahoma has been a desirable point for farm mortgages, but following the agricultural depression, the companies have shifted pretty much to town and city property, loaning on the best classes of real estate. The life companies that are now making most of the loans on town property in Oklahoma are the Massachusetts Mutual, Connecticut General Life, Guardian Life, New York Life, Metropolitan Life, Prudential, Phoenix Mutual Life, Penn Mutual, Missouri State and Life Insurance Company of Virginia.



## MORRIS FISHMAN OF DETROIT FURNISHES STORY OF LIFE INSURANCE ROMANCE

THERE are many examples of business success in life insurance work that tell a story of the romance of business. These careers are all inspiring to the younger men of the business because they show what can be done. Morris Fishman of Detroit is vice-president of the Detroit Life and is the leading personal producer of the agency organization. He is the head of the Fishman Agency in his city. Mr. Fishman's career is an inspiration because he has carved out his own course.

### Hit By Business Crisis

Fourteen years ago Mr. Fishman was in the business of manufacturing ladies' garments in New York City. If one remembers correctly, that was a bad year in the suit and clothing trade. Mr. Fishman was getting along successfully when the garment-workers' strike happened. Before the strike concluded he was out of business. He might have gone through bankruptcy, but he did not. He called his creditors in and gave them everything he had—every last dollar. Then he moved to Detroit.

It was just 14 years ago, on Saint Patrick's Day, when he wandered into the office of M. E. O'Brien, president of the Detroit Life. He told Mr. O'Brien of his dilemma. He never had met him before. He liked him and Mr. O'Brien liked Mr. Fishman. They talked it over that afternoon. Mr. Fishman did not know the first thing about a life insurance policy. He had energy and ability, and he wanted a job, and he started out the following Monday as an agent for the Detroit Life. Today he is one of the most successful men in the life insurance business in Detroit, and in the United States.

To visualize what had happened in 14 years it might be explained that the

Fishman agency of the Detroit Life wrote in March, 1926, over \$2,000,000 of business. The company itself, operating exclusively in Michigan, wrote in excess of \$4,000,000 of business. Mr. Fishman, personally, is the largest individual producer. His agency has been the leading agency of the Detroit Life for the past seven years. Mr. Fishman has been the leading producer of personal business for the last five years.

### Features of Fishman's Business

Evidencing the growth of the business and the growth of Mr. Fishman as a life insurance salesman, it might be explained that in that first year he sold a total of just \$90,000 of business.

First of all, my experience teaches me that real success as a life insurance salesman is dependent on being in the life insurance business exclusively. A man cannot attain actual complete success unless he devotes his whole time to the insurance business.

He must have confidence in himself, he must have confidence in his company, he must have confidence in the policyholder or the prospect.

And he must determine, after he has this confidence, that he is going to stick to his "last," like every good shoemaker.—Morris Fishman.

He increased that amount each year, until 1919, when he sold \$250,000. Now, he frequently writes \$250,000 in 30 days. His business all is done in Detroit. There are a number of remarkable things about the performance. First of all, his sales have been made to remarkable risks. Of all his business written, there have been but five deaths, with a total loss to the company of \$30,000. There is another remarkable feature, and that is the almost negligible amount of losses in collections, indicating the financial health as well as the physical of the prospects written by Mr. Fishman.

There are a few points in the success-

ful career of Mr. Fishman that might be emphasized to the advantage of newer men just starting out in the business. He does not waste any time on people who cannot afford to take out life insurance. Nor does he waste any time on those who probably are not going to get by the medical examination. He knows his customer, personally, before he talks to him. He does not try to sell him more insurance than he ought to have. He makes it his business to get acquainted with a customer's financial and physical condition before he sells him.

### Built Up Large Acquaintance

He has built up in his city a personal acquaintance which is the basis of his business success. Practically all of his business is sold indirectly, as a result of personal service. He has a follow-up system that is quite unusual. After he has sold a customer, he keeps closely in touch with him, watches his business

cent by making these advances to his clients. Likewise, it speaks volumes for the financial credit. Invariably they have "come through" and in pretty nearly every instance where such kindly treatment and consideration for the client has brought him opportunity for further business.

### Two Policies Favored

Mr. Fishman is inclined to favor two forms of policies—the 20-payment life, and the 20-year endowment. His explanation of his desire and inclination to sell policies of this kind, is that among his clients there is a natural inclination to take advantage of the business opportunity which life insurance presents. He says that his prospects are so brim full of good health that they consider life insurance very largely from the standpoint of investment and savings opportunity.

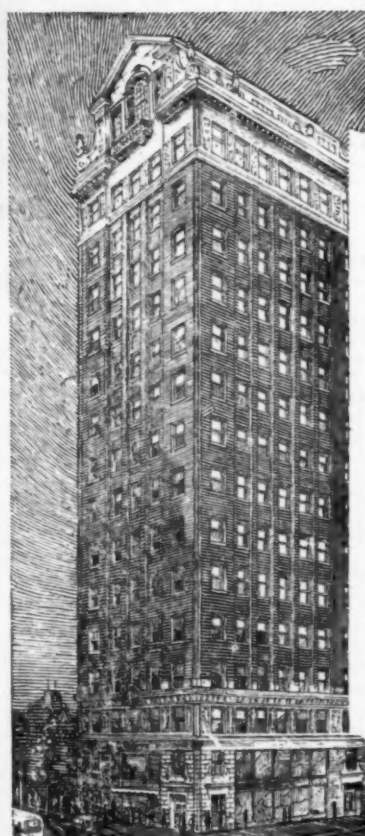
### Hard Work First Requisite

When asked for a recipe for his business success, he explains that there was just one answer, and that is "hard work." First of all, he likes his work and he says that no man can make a success in the life insurance business unless he is confident that it is the most serviceable work that any man may do for his fellow man. He must feel, as Mr. Fishman does, that life insurance offers the greatest opportunity for investment of surplus funds in addition to its obligation as a business necessity.

### Sees 20 People a Day

Convinced of the absolute merits of the goods he offers for sale, any man can sell life insurance who understands the business conditions he has to offer. He is particularly impressed with the necessity for being accurate and absolutely truthful in representation of just such benefits as the policy carriers. Armed with the knowledge of the real merit of a life insurance policy and with the desire to have his customer take advantage of these opportunities, there

(CONTINUED ON NEXT PAGE)



## PROGRAM FOR 1926

Reduced Non-participating Rates  
Increased Dividend Scale  
Increased Service to Policyholders  
and Agents

Several New States Opened  
Free Educational Course  
Increased Standard of Solvency

Business in force  
\$51,294,000.00

All of which came over our own counter—no consolidations.

Admitted Assets  
\$6,874,226.76

Surplus to Policyholders  
\$685,729.79

If looking for a new connection write the Home Office

CENTRAL LIFE INSURANCE  
COMPANY OF ILLINOIS  
CHICAGO

HOME OFFICE BUILDING  
720 N. MICHIGAN BLVD.

## LOUISIANA STATE LIFE Insurance Company

HOME OFFICE  
SHREVEPORT, LA.

### WHY NOT BECOME A GENERAL AGENT?

Many successful agents outgrow their present duties, and continue as sub-agents only because no opportunity is given for promotion.

In the states of Alabama, Arkansas, Louisiana, Oklahoma and Texas, we offer to well qualified agents, liberal General Agency contracts with choice of splendid locations.

Your communication will be received and treated with confidence.

IRA F. ARCHER  
Superintendent of Agencies



## THE SOUTHERN STATES LIFE INSURANCE COMPANY ATLANTA, GEORGIA

**In Two Years  
Life Insurance in Force  
DOUBLED  
in the southern states**

In 1922 there was \$2,370,439,794 of insurance in force—at the end of 1924 there was \$4,778,920,700. These aggregate figures of the business of all life insurance companies organized in the southern states are indicative of the prosperity and opportunity awaiting the right men selling life insurance with The Southern States Life. This company appreciates the possibilities of its territory and knows, because it has been in this field for 20 years, the conditions peculiar to it. You will secure the maximum of cooperation from this company.

Wilmer L. Moore,  
PRESIDENT

## TO TRANSFER OFFICES

### OCCIDENTAL LIFE'S ACTION

Vice-President Roslington of the Company Tells About Its Removal to Raleigh, N. C.

Vice-President George Roslington of the Occidental Life of Albuquerque gives some information regarding the transfer of the head office to the Professional building, Raleigh, N. C. The officers and most of the heads of departments at Albuquerque will transfer their residence to Raleigh. It is expected that the company will be in its new location about April 20. There will be no change in the ownership or management.

Mr. Roslington states that the company realized that its growth and future expansion made it necessary to move to some point more centrally located as regards population. The Occidental Life is entered in Maryland, Virginia, West Virginia and North Carolina, and has developed quite an extensive business in those states. The company's present home office quarters at Albuquerque will be continued as the western department including the continued issuance of policies to all agents in Colorado, Utah, Arizona, New Mexico. Mr. Roslington will be vice-president and secretary and will remain in charge as the active executive. President McMillen will remain as president and will spend considerable of his time in Raleigh.

The Occidental Life was incorporated Nov. 21, 1906, and has operated under the same management ever since. It has \$22,117,406 business in force, \$2,743,947 assets and \$301,214, policyholders surplus. It writes non-participating insurance only. The Occidental Life specializes on what is known as its "perfect protection policy" which combines life, accident and health.

### MASON, AGENCY HAS MEETING

Northwestern National Life General Agent at Denver Has a Conference of Leading Agents

DENVER, COLO., April 1.—The Charles R. Mason agency of the Northwestern National Life of Minneapolis closed a rousing meeting here tonight with a banquet followed by a theater party. The Mason agency represents the company in northeastern Colorado and Wyoming with headquarters at Denver. The agency is now on a \$2,500,000 production basis, a gradual development over a period of 11 years when Mr. Mason took hold of the company at Wheatland, Wyo. Seventeen members of the agency qualified for attendance at the Denver sales congress held Monday in conjunction with which the agency meeting was held. The home office was represented by President O. J. Arnold. In addition to Mr. Arnold the following talks were made: R. Lerossignol, Lander, Wyo., on "Non-Medical Insurance"; S. C. Hinds, Casper, Wyo., on "Joint Life Policies"; Noah Workman, Sheridan, Wyo., on "Selling the Farmers and Ranchmen"; James Ball, Parkerton, Wyo., on "Income Insurance"; Earl Taub, Denver, on "Salary Savings"; C. E. Hattery, Elizabeth, Colo., on "The Banker Agent"; General Agent Charles R. Mason, on "Cooperation."

### MORRIS FISHMAN'S SUCCESS (CONT'D FROM PRECEDING PAGE)

is just one other thing that a life insurance agent must understand fully as the necessity for success; that is the obligation to work hard. Mr. Fishman sees 20 people every day on the average, and he talks business to every one of them. He does not force himself upon an unwilling client, but he believes in talking straight to the point.

## DOUBLE BENEFIT ISSUE

### CONTEST OVER DEATH MADE

Mrs. Pope of Cincinnati Claims Her Husband Died From Accident and Sues Prudential

Suit has been filed in Cincinnati by Mrs. Anna K. Pope, widow of Riffe Pope, who was formerly president of the Monitor Stove Company there, against the Prudential for recovery of \$20,000. The question hinges over the death of Mr. Pope as to whether the cause was an accident or not. In the petition, Mrs. Pope states that her husband died following an operation and that his death was due to the accidental tearing of the renal vein producing hemorrhage. While the Prudential has not filed answer, the presumption is that it will take the position that the death was not due to accident and will stand on the court interpretation of its contract which provides double indemnity for "bodily injuries effected solely through external, violent and accidental means."

### Allegations as to Cause

The rupture of the vein, the widow alleges, was unexpected and took place after the surgeon had removed a stone from the right kidney of Mr. Pope, had replaced that organ after the incision had been closed and sutured and had released a clamp which had been affixed to the pedicle of the kidney to close the renal vein and the renal artery.

The plaintiff states that she did not know until last January that her husband's death was due to the rupture of the vein and that she had the right to assert a claim against the company for an additional \$20,000, as provided in a special accidental death benefit clause.

### Full Amount Is Paid

She says she made claim to the company in June, 1925, for payment of the \$20,000 provided under the ordinary life clause and that the defendant allowed the claim and now is paying the installments as provided in the policy.

Plaintiff avers that she filed a claim under the accidental death benefit provision of the policy in February and that March 12, 1926, the company rejected the claim and refused to make any payment under this clause.

### NO DISTRICT CODE LIKELY

Little Prospect That Congress Will Enact Proposed Insurance Legislation This Year

WASHINGTON, D. C., March 31.—The proposed insurance code for the District of Columbia is causing considerable concern to District officials, and there is now little probability of its enactment into law during this session of Congress.

Trouble is brewing over the substitute draft for the pending measure, prepared by E. A. Meyers, an insurance lawyer of Chicago, retained by local insurance interests. Superintendent of Insurance Baldwin is greatly opposed to the provisions of this draft, and will make his objections known in a report soon to be sent to the District commissioners.

Commissioner Fenning, under whose jurisdiction the insurance department comes, as a result of a recent "trade" of departments with Commissioner Rudolph, is under the fire of Congress for several reasons, and charges have been made that his interest in the legislation is greater because of the fact that he represents, in his private capacity, three insurance companies. The commissioner has denied that this is the case, declaring that his activities as a lawyer require him to handle insurance matters but that he has no further interest and does not represent the companies in the capacity intimated.



**COMPANY TURNED BACK****OLD OFFICERS IN CONTROL**

**Illinois Bankers Life Management Has Resumed Charge Following the Decision of Judge Anderson**

MONMOUTH, ILL., April 1.—Control of the affairs of the Illinois Bankers Life Association has now been turned back to its officers and directors by Receiver A. L. Bowen, who was appointed at the instance of Judge FitzHenry of the United States District Court at Springfield. This followed the action of Judge Anderson of the United States Circuit Court of Appeals in Chicago on a writ of supersedeas. Judge Anderson took the position that he could see no ground for the naming of a receiver. Mr. Bowen was appointed receiver March 11 and had not disturbed the existing organization, merely having begun the taking of an inventory. He returned to Springfield after the action of Judge Anderson.

Decision in the injunction proceedings whereby some of the policyholders are seeking to block the proposed conversion of the company from an assessment to a legal reserve basis is not expected for several weeks from the United States Circuit Court of Appeals.

**No Question of Solvency**

No question of solvency was raised in the receivership proceedings, the matters at issue being those of management and policy. Judge FitzHenry in his findings pointed out at the time of appointment of a receiver that the "business and financial condition of the company was sound and prosperous," that "its business was in a sound and healthy condition." He found that the company had 70,000 policyholders, an aggregate of \$116,000,000 insurance outstanding, had paid \$7,000,000 in death losses, had accumulated assets of more than \$5,000,000, had surplus or emergency fund of \$4,836,000, an increase of \$779,830 in the last year, and had collected premiums in 1925 of \$2,106,057.

**Statistics Given****as to Companies in the Convention**

THE American Life Convention has gotten out its annual sheet which shows the insurance in force, the insurance written last year and the gain, assets, increase in assets and reserve, of the members. There are 137 legal reserve companies now members of this organization. The total volume of business in force Dec. 31 was \$15,365,833,398. The business written last year was \$4,192,235,654, increase \$2,053,560,150 over the year previous. The assets are \$1,844,806,699, increase \$231,861,948. The largest company in the organization is the Travelers. The next largest, so far as insurance in force is concerned, is the Bankers Life of Iowa. Next comes the Connecticut General Life. The Connecticut General is the second company, however, in point of assets and the Bankers Life of Iowa is third. The American Life Convention members represent 36 states, the District of Columbia and Canada.

**Has Department of Education**

The John Hancock Mutual Life has established a department of education at the home office for field representatives. Troesler W. Callihan, formerly the company's general agent at Syracuse, N. Y., has been selected to direct and supervise this new work. Mr. Callihan has been very successful in the organization of the Syracuse agency. He will be succeeded by Edward B. Baxter, who has been Mr. Callihan's right hand man in the Syracuse agency.

**ARRANGE CONFERENCES****NORTHWESTERN MUTUAL MEN**

**Home Office Executives Will Attend Series of Three Zone Conventions Scheduled for April**

MILWAUKEE, April 1.—Five executives of the Northwestern Mutual Life are preparing for a long trip next month which will take them to Atlantic City, Chicago and Colorado Springs. They are M. J. Cleary, vice-president; Charles H. Parsons, superintendent of agencies; E. D. Jones, secretary; Percy H. Evans, actuary, and John P. Davies, assistant superintendent of agencies in charge of the educational course.

The territory of Northwestern Mutual has been divided into three sections and zone conferences will be held in each of them. The first is scheduled for the Hotel Traymore, Atlantic City, April 14-17 inclusive and will take in 32 general agencies in the eastern section of the country. C. L. Gooding, general agent at Newark, N. J., will be chairman. On April 20-23 the middle-western agents, numbering 28, will meet at the Edgewater Beach hotel in Chicago. The chairman for this meeting is Roy C. Becker, general agent at Peoria, Ill. The last zone conference will be held at the Broadmoor hotel, Colorado Springs, Colo., April 28-May 1, and 29 general agents will take part. The chairman for this conference is E. J. Thomas, San Francisco.

The first day at each of these meetings will be devoted to addresses by the above home office executives. Mr. Davies will also talk at other sessions, explaining the educational course offered by Northwestern Mutual. The rest of the program will be devoted to various discussions of the business by general agents. W. K. Murphy, Los Angeles, president of the General Agents' Association, and Sam C. Pearson of the Pearson & Larson general agency at Kansas City, Mo., and secretary-treasurer of the General Agents' Association, will also attend the three meetings.

**NAMED MANAGER OF AGENTS**

**W. C. McCarten of Dubuque Succeeds Roy D. Hart in Home Office Post With Prairie Life**

Dr. W. R. McGrew, president and general manager of the Prairie Life of Omaha, announces the appointment of W. C. McCarten of Dubuque, Ia., as manager of agents, succeeding Roy D. Hart, who was elected secretary March 1. Mr. McCarten is well known among the life men in the middle west and has been very successful in agency development work. He was formerly agency supervisor for the Universal Life of Dubuque. The Prairie Life is now operating in Nebraska, Iowa, Colorado, Missouri, Oklahoma and Texas, and is making definite plans for developing and expanding its operations in those states.

**Query Commissioners on Meeting**

Commissioner Button of Virginia, secretary of the National Convention of Insurance Commissioners, has been requested by Commissioner McMurray of Indiana, chairman of the executive committee, to sound out the membership of this committee as to the advisability of holding a meeting of the committee about April 20. Commissioner Button, in response to the request, wrote to all of the committee members and expected to receive replies this week outlining their views on the subject. In case it is decided to hold a meeting of the committee in April, Commissioner Button regarded it as most likely that a spring session of the Convention would also be held about the same time.

# Repeat Orders

Successful life companies are built by successful agencies that get "repeat orders" because the price and the service are right.

No permanently profitable agency can be built on any other basis.

The Midland is ready to help a few men build a business for themselves in Illinois, Michigan, Pennsylvania, West Virginia, Maryland and New Jersey.

## THE MIDLAND MUTUAL LIFE INSURANCE COMPANY

COLUMBUS, OHIO

*"Its Performances Exceed Its Promises"*

*The General Agency Plan has been followed by*

## Atlantic Life Insurance Company

RICHMOND, VIRGINIA

in building a company which occupies an enviable position in life insurance circles.

There is room in our organization for additional general agents who are anxious to build for themselves and capable of taking advantage of real opportunities available in:

Michigan

Texas

Georgia

Apply to:

William H. Harrison,

Vice President and Superintendent of Agents

## GET WITH A LIVE COMPANY

That's progressive, full of pep and does things  
for its Agents and Policyholders like the great

### BANKERS LIFE COMPANY OF IOWA

The most popular company in the field today—with the fastest selling policies ever offered—and backed by an Agency force that's breaking all records.

#### FOR FULL TIME MEN WE OFFER—

- 1—Free Schooling starting soon.
- 2—Free Circularizing.
- 3—High grade premium notes handled.
- 4—Advances against commissions on high grade premium notes.
- 5—A Line of Special Estate and Income Contract Unsurpassed.
- 6—Rate Book illustrations that help you sell and sell big.
- 7—Preferred disability for professional men and executives that is written by no other Company.
- 8—Regular Disability and Double Indemnity.
- 9—Preferred Risk Rating and Class A, B and C Ratings.
- 10—Covering the entire field as no other Company covers it.
- 11—Monthly Saving plan for employees in groups of five or more.
- 12—Other helps such as no other Agency offers you and backed by a live General Agency Staff.
- 13—If you want to sell the best and most popular Estate Contracts in the Field—Join the Chicago "I WILL" Agency.

### Brokerage Business Handled De FOREST BOWMAN AGENCY MANAGER BANKERS LIFE COMPANY OF IOWA

80 E. Jackson Blvd., Suite 637-649

CHICAGO

Phone Harrison 8054

## 7% GUARANTEED MORTGAGES—

A profitable and safe investment for Life Insurance Companies.

These mortgages are on individual homes for amounts from 30% to 50% of a conservative bank appraisal.

The properties are all located in or close to Los Angeles, California.

These mortgages are fully guaranteed both as to principle and interest.

Mortgages due in from one to three years; interest payable quarterly.

### HOME FINANCE & MORTGAGE CO.

410 San Fernando Road  
Los Angeles, California

STRONG FINANCIAL BACKING

### HOME LIFE INSURANCE COMPANY OF AMERICA

Incorporated 1899

#### PROTECTS THE ENTIRE FAMILY

Home Life Agents have a whole family of potential policyholders back of every door bell. Policies are issued on both industrial and ordinary plans from birth to sixty years next birthday.

"THERE IS NO PLACE LIKE THE HOME"

"THERE IS NO COMPANY LIKE THE HOME"

INDEPENDENCE SQUARE

PHILADELPHIA, PENNA.

## PLAN FOR CONVENTION

### PROGRAM OF UNION CENTRAL

Annual Conference of Managers and  
General Agents Will Be Held  
at Home Office

CINCINNATI, April 1.—Union Central Life officials under the leadership of John D. Sage, president, and Charles Hommeyer, agency manager, have prepared a program for the managers' and general agents' conference to be held here April 14-15 that holds forth promise for a very profitable occasion. Their chief aim has been to choose topics which will be discussed in proportion to their importance and their interest to the managers, no time limit being given to any one subject.

#### Program Is Given

The tentative program follows:

**General Theme: "Agency Building"**  
Roll call.  
Introductory Remarks.

**Theme: "Review and Preview"**  
Past Progress and Future Prospects.  
A Study of the Last Annual Statement.  
Low cost.  
Union Central Policy Contracts and Service.

\* \* \*

#### Theme: "Selection and Training"

Round Robin—State in ten words previous employment and how you made the contact with your most promising appointment since previous Conference.

How Can Cooperation of Present Organization Be Best Obtained in Securing New Agency?—Instilling agency spirit? Holding contests with nominal awards as prizes? Offering bonuses or other compensations? Basis of promotion as future General Agent?

The Value and Use of Personal Experience Blanks—To what items on the blank do you attach the most importance?

Training the New Agents—(a) Where personal contact is possible? (b) At a distance? What is offered or required? Term of study and subject matter employed? Do experienced agents assist? What assistance should new men be given in soliciting?

Training Schools and Classes—Are correspondence courses worth while? The value of standard Y. M. C. A. and School courses? How can field and home office best cooperate in meeting the needs for better training?

\* \* \*

#### Theme: "Development and Stimulation"

Developing Self Help Through Reading and Study—How to get agents to read? What insurance journals do they find most helpful? What books most valuable? What use has been made in your agency of special service courses?

Holding Agency Meeting—How often, weekly, monthly, annually or irregularly? Best time, day of week and time of day? Set programs or informal topics? By whom conducted? How do you secure interest and attendance?

Special Campaigns and Agency Bulletin or Letters—Value of contests—agency, inter-agency, anniversary months, policyholders' month, etc.? Best forms agency bulletins? How often? Source of material? Exchange other agencies?

Company Conventions—What did Estes Park do for your agency? How are you utilizing the coming Atlantic City meeting?

Securing Systematic Work—Using daily or weekly reports? Prospect leads? Circularization? Do your agents have personal quotas? How fixed? How do you interest them in company quota assigned your agency?

\* \* \*

#### Theme: "Maintenance and Termination"

Financing Agents—When justified? Best method? Determining amount? How long?

Building Good Will—What specific service do you offer which makes the agent enthusiastic about your agency? Are uniform contracts desirable? How do you handle office space, stenographic service and supplies? How to get better acquainted with agents and cultivate the interest of their families?

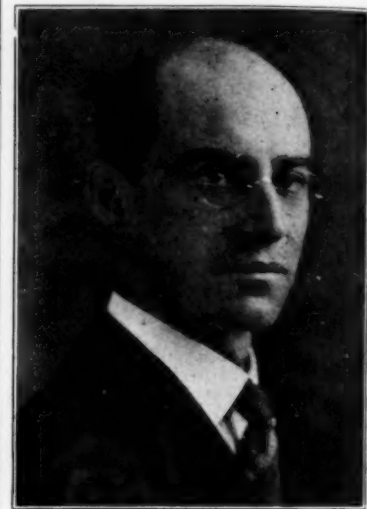
Overcoming Handicaps—How to build up agent's personality and ambition? How to handle the agent who is discour-

## LOOMIS IS PRESIDENT

### CONNECTICUT MUTUAL HEAD

Vice-President of the Company Had  
Successful and Interesting Business  
and Professional Career

James Lee Loomis, vice-president of the Connecticut Mutual Life, has been elected president. He was chosen vice-president Nov. 22, 1918, and elected a



JAMES LEE LOOMIS

New President Connecticut Mutual Life

director the January following. Mr. Loomis was born at Granby, Conn., and attended the New York Military Academy. He entered Yale and graduated in 1901. Upon leaving college, he entered the employ of Loomis Brothers Company of Granby, but entered Yale Law School in 1902. He was admitted to the bar in 1905. He practiced law in Hartford. On March 12, 1909, he was elected assistant secretary of the Connecticut Mutual.

Mr. Loomis is a director of the First National Bank of Hartford, Phoenix Fire of Hartford, Sinsbury Bank & Trust Company and the Hartford County Mutual Fire. He is a trustee of the Society for Savings and the Loomis Institute.

aged? Dissatisfied? Spasmodic? Indolent? Trouble maker?

Terminating Contracts—When advisable? Best method? Responsibility for failure? How to diminish agency turn-overs?

\* \* \*

#### Theme: "Conservation and Advance"

Holding Down Lapses and Surrenders—What routine contacts are maintained with policyholders during year? By mail? Personal? Company Conservation Manual. Suggestions for additions and improvement. Does enclosing literature with premium notices pay? What collection method do you employ after prescribed methods fail?

Lessening Time Between Application and Delivery of Policy—Settlement with application; getting the examinations; avoiding amendments; inspection reports; home office delays; improving cooperation between home office and field.

Making Neglected Territory Productive—What territorial records do you keep? How do you analyze your territory? What minimum amount of population, wealth, etc., justifies a special organization effort? Can a paid traveling supervisor successfully organize outside territory? Making agency contacts by mail? Sources of mailing lists? Any success? Whom do you go first to see in a new territory to secure agency leads?

The Day's Work—How do you divide your time between office routine and correspondence? Recruiting and training new agents? Counseling and working with old agents?



## "Little Gem" Out Early With New Rates and Dividends

THE 1926 Little Gem Life Chart is off the press. This announcement is one of great interest to life underwriters throughout the entire length and breadth of the United States. Its issuance is really an event for every man who carries a rate book gets his Little Gem as soon as possible and pores over it to see what is doing in life insurance.

This will be the twenty-fourth edition of the Little Gem Life Chart, it being the oldest continuous publication of its character. It has had a long and honorable history, but really did not come into its own until The National Underwriter Co. took it over from the Sampson Low Publishing Company in 1919. Since that time its popularity has been remarkable and it is today the leading publication of its kind on the market.

### Made to Withstand Hard Service for Years

So great is the demand that production goes forward at the rate of 2,000 per day—at least double the rate of any other similar book. In order to meet this schedule, it has been necessary to call upon the resources of one of the greatest binders and manufacturers of books the country offers. The necessity for large capacity carries with it the virtue of quality of manufacture which has resulted in the Little Gem being able to withstand successfully the hardest possible usage. While every live agent gets his copy each year so that he can keep up to date, it is interesting to know that in out-of-the-way places the Little Gem has been known to have been used for four and five years and even longer. This is sufficient comment on the quality of manufacture, though no less should be expected when the book is made of the very finest of bible paper, bound in genuine leather.

### Speedy Issue After Data Becomes Available

The remarkable feature of the publication of this book is the fact that it appears so soon after the data from which it is compiled is available. Much of the information is obtained from the reports which the life insurance companies make to the state insurance departments. To get a complete report on the preceding year's business, the companies necessarily have to do a considerable amount of auditing, which takes time. Therefore, some state insurance departments permit their companies until the middle of March to file their reports. To think that the Little Gem appears within two weeks of the "dead line" for filing the reports is ample testimony for the enthusiasm and drive with which the compilation is handled by its editors. Without such facilities as available to them, the book could not be issued until much later in the year.

Yet in spite of the completeness of the information which the Little Gem Life Chart contains, it appears upon the market as early as, and probably earlier than, any other vest pocket reference book.

### Gives Information Otherwise Requiring Two Books

The completeness of the book is the one thing which is most appreciated by those who are acquainted with it and is directly responsible for the thousands of new customers which are being added each year. Not only does it show the essential data on the leading companies in detail but it gives a summary of the annual statements of over 250 companies. To be explicit, the Little Gem gives a resume in this division of the annual statements of the companies under twenty-one headings for the past five years. Any man, whether agent or business man, can at a glance determine the progress, financial security and stability of the companies from this portion of the book. The Little Gem is the only book in its class which gives this

information. In fact it is so important that other publishers issue similar statistics as a separate publication. Incorporation of this information in the Little Gem puts all the essential data on the life companies in one book which is what the solicitors are seeking.

### Choice of Companies Made With Great Care

The 1926 edition of the Little Gem will give detailed showings on the policies of 107 companies. These companies have been selected very carefully upon the basis of the insurance in force, the company's rate of progress and the geographic distribution of its activity, preference of course being given to the companies operating over a wider area. Since the Little Gem is a condensed publication, it is essential that this choice be made with great care, for there is constant demand on the part of companies to be included among those given detailed showings. It is a source of regret on the part of the editors that this cannot be done, but it is simply a physical impossibility. That this is the case is fully recognized through the incorporation of all companies in the Unique Manual Digest, a companion book to the Little Gem Life Chart, which covers a great many more companies. The latter book is also duly popular but is not primarily designed for ready and continuous use in the field, although it is twice as popular with agents who are detached from their general office and who have to carry an unusually large amount of material with them in their canvass.

### Purchase of Books Will Not Secure Inclusion

The Little Gem recognizes the younger companies and desires to incorporate them. Indeed this is one of the reasons for giving synopses of company statements. In this manner they are able to give in very small space due recognition to those companies not given detailed showings.

As matters stand, the 107 companies given detailed showings have underwritten the bulk of the insurance in force in the country and the companies most commonly mentioned will be found among them. It should be brought out that no company can "buy" its way into the Little Gem Life Chart. By this is meant that no company will be given a showing in the Little Gem because of the number of books it buys or for any similar reason. Provisions, however, can be made for special editions which will incorporate a company's showing if that company desires to order a supply for its own agents.

### Unbiased Statement of Facts Checked by Actuaries

The underlying principles of compilation of the Little Gem Life Chart have been a great factor in its success. The primary assumption, which has been fully substantiated by the thinkers in the life insurance business, is that a policyholder will get his money's worth no matter in what company he may insure. It therefore gives an entirely unbiased statement of facts which have been carefully assembled for accuracy and checked by home office actuaries. Thus non-participating and participating companies are shown under the most favorable conditions to themselves. It is interesting at this point to call attention to the fact that a great deal of extraneous information is kept out of the Little Gem. For example, no summaries of cost are given on non-participating companies. These can be easily calculated by any agent who has studied the first elements of policy contracts thoroughly. Furthermore, no histories are given on non-participating contracts. What the histories may have been in past years has absolutely no bearing on present purchases and is not, in the

## Ten Thousand Miles

is the distance already covered by the Agency Officers of the Pan-American Life since January 1st, visiting various points in the field.

This has given our agents the opportunity of discussing personally individual problems and the benefit of counsel and advice of men with practical Life and Accident and Health Insurance sales experience, which has resulted in a bond of friendship and mutual understanding that has proven of great value to all of our representatives.

### Pan-American Service includes—

*Educational Course*  
*Individual Sales Planning*  
*Unexcelled Low-cost Life Policies*  
*Substandard Insurance for Under-average Lives*  
*Group Insurance*  
*Child's Educational Endowment*  
*All Forms of Accident and Health Policies*

We have a few General Agency openings for men who measure up to Pan-American ideals who are not at present attached.

### Address

**E. G. SIMMONS**  
Vice-President and General Manager

# PAN-AMERICAN LIFE INSURANCE CO.

NEW ORLEANS, U. S. A.

Crawford H. Ellis, President

# Empire Mutual

## Life Insurance Company

of the United States

HOME OFFICE

1700 I Street, N. W., Washington, D. C.

opinion of the editors, of sufficient importance to be given space.

### Data Is Given in Non-Competitive Manner

Similar detailed data is given on all companies; the agents of the smaller companies know that they can lay their showings down beside those of the older and larger companies without any fear of discrimination on the part of the showings given them.

Life insurance salesmanship according to present-day methods is more and more non-competitive. Therefore the showings on the companies are given in a non-competitive manner. All of the rates and other data on each company are shown on subsequent pages. The data is not given competitively on points of the policy contract, a style of compilation sometimes employed which in present-day selling methods makes such books as obsolete as sailing vessels. The Little Gem confines the discussion of companies to very narrow limits, the ideal toward which the successful life underwriter is aiming—if he finds it necessary to mention other companies at all.

### More Companies Are Shown Than in Other Books

Another publisher issued a book compiled very similarly to the Little Gem

last year, but without giving summaries of the annual statements. This book, which sells for as much as, and in some cases a greater price than, the Little Gem Life Chart, gives detailed showings on only about two-thirds as many companies. That this is a very important consideration is evident when comparisons reveal that the Little Gem gave detailed showings on 72 companies operating in Pennsylvania in its 1925 edition as against 51 for the other book. In New Jersey the score was 50 in favor of the Little Gem against 39. In Georgia, 46 against 35; in Texas, 51 against 28; in California, 62 against 43, and so on through the entire list of states. These figures, of course, refer to the number of companies licensed to do business in those states. There is no state in which the Little Gem does not show as many companies as in the other book. Both show 26 for Massachusetts. For New York the score is 30 against 27.

### Most Value for the Money Invested

This means that there is no place in the United States where the same information cannot be obtained in the Little Gem as in other books, and when in addition the summary of annual statements, an exclusive Little Gem feature, is considered, it may be emphatically stated that the Little Gem Life Chart offers greater value for the money invested in it than does any other similar publication.

On those companies given detailed showings, a page is devoted to policy analysis so that the outstanding practice of each company as to cash value, income settlement and similar points is made clear in small space. Of especial interest is the very complete summary of disability and double indemnity coverage. These two clauses are of unusual interest at the present time and frequently determine the purchaser of the policy in the methods he will pursue in placing his business. Especial attention has been given to making these explanations explicit and complete.

### Most Information on Policies Most Frequently Met

The premium rates at all ages on all the popular policies are given on as many pages as are necessary for full treatment. Disability rates are of course included. Special attention is given to unusual, popular forms such as the Aetna insurance with life income, the Fidelity Mutual income for life policy, the Travelers premium reduction and life expectancy policies, and other similar forms.

The War Risk Insurance term policies must be converted before July 2, 1926, at which time they otherwise lapse. There will, of course, be a great amount of this insurance converted and reinstated this spring. As an aid in this work which life underwriters will be called upon to perform and advise upon frequently, it has been advisable to incorporate a complete showing on government policies.

### Certain Special Policies Are Treated Very Fully

There are certain special policies for business men which are frequently met in competition, outstanding among them being the Metropolitan \$5,000 special. A special page is devoted to this and similar treatment is given to the business men's policy of the Union Central, the Prudential modified life, the Aetna modified life, and many others. If the agent using the book will really think about the matter, one of his first thoughts will be to wonder how in the world any publisher can produce so much information in such a high grade book at such a low cost.

Of course, the data on the various companies could not be complete unless full information was given on dividends. To this end, the Little Gem shows dividends for 15 years at eight ages, on whole life, 20-payment life and 20-year endowment. With this information on the current scales, at these eight ages, the dividends at any age may be very easily estimated. It will be very accurate.

# Prospects or Suspects?

**H**AVE you ever written three or four applications in a day—then wondered what caused it—and finally decided that you have devoted that day to **good prospects?**

Prospects are profitable. Suspects lose you money.

Agents working under the American Central Plan devote **every day to good prospects.**

This is a part of the Plan. The pre-selection of prospects, the pre-approach, the canvass, control of the interview, close, the handling of notes, and a definite resale campaign are all parts of this Plan by which successful agents are professionalizing their insurance work and their insurance service.

We are now operating in twenty-three states and under certain conditions will enter additional states. Details of the American Central Plan and our methods of operation will be given gladly to any one interested in considering a connection with us.



Perhaps the most comprehensive field development program in existence today. One phase is described in this advertisement.

# AMERICAN CENTRAL LIFE

INSURANCE CO.  
INDIANAPOLIS

ESTABLISHED 1899

HERBERT M. WOOLLEN, President

NUMBER ONE IN A SERIES OF INFORMATION ADVERTISEMENTS



rate indeed for every purpose the agent may have.

#### Remarkably Useful and Complete on Dividends

Not only are the dividends given on the current schedule but side by side is given the corresponding net outlay year by year, for 15 years on the actual history so that the present showing and the actual performance of the companies may be judged at a glance. In addition to this information which will enable the agent to make any sort of estimates and comparisons he wishes, a full page is devoted to the summaries of net costs and average, with and without surrender or cash values. This again is given with both the current scale of the company and with its history of performance. Having these scales and summaries set side by side, brings out the decreasing cost of insurance in a remarkable manner.

It may be taken for granted but it is well to emphasize that the dividend schedules as reported in the Little Gem are up to date in every respect. In fact many of them have not yet been formally announced as they will not go into effect until May, June or July of this year. Likewise it should be stated that the rates are up to the minute. The latest rates of the Travelers and the Aetna, for example, are included. As every underwriter is aware, these have been reduced in the past year.

#### Many Special Items of Useful Information

This is not the end of the information available by quite a good deal, for term rates and dividends are given a full exhibit. Dividends on fully paid-up life policies are given special attention. A table showing the 1926 interest rates payable on dividend accumulations and on trust funds, including the excess, are given considerable space. The ratio of actual to expected mortality is similarly shown. These different bits of information are useful to a degree that requires

but little comment here. The underwriter can see their value.

#### Gem Gives Industrial Men All They Need in One Cover

A division of the Little Gem Life Chart that has met with especial use among a great many solicitors is the showing of rates on industrial policies. Many of the industrial agents are quite on a par with the ordinary agent when it comes to producing ordinary business. They are able to maintain their debits and in addition fill their quotas shoulder to shoulder with men who devote themselves exclusively to ordinary. With the Little Gem they are able to have under one cover all the information which they will require for both branches of the business.

A great deal more might be said about the 1926 Little Gem Life Chart, for its editors have given consideration to and solved hundreds of problems, which the user of the book would not consider of importance, even if he happened to think of them at all. The book really represents an entire year's work on the part of many men. This in itself is a guarantee of the book. The National Underwriter Company has representatives in touch with life insurance conditions everywhere in the United States and the Little Gem is the product of their combined opinion.

#### Telegrams Coming In for Prompt Shipment

With deliveries now occupying a very large portion of the time of the office staff, it is of great importance that orders be gotten in as promptly as possible. Telegrams for prompt shipment are coming in from every section of the country from those who overlooked placing their orders earlier. The Cincinnati office at 420 East Fourth Street is in an unusual whirl of activity—though usual at this time of year—for it realizes that the life agents are anxious to discard their old book for the new 1926 Little Gem Life Chart.

#### HELP EX-SERVICE MEN

##### WILL URGE REINSTATEMENT

Home Life Will Institute a Drive to Get War Risk Life Insurance Back on Books

NEW YORK, April 1.—The Home Life has instituted a drive through its entire agency force to aid ex-service men in reinstating and converting their war risk insurance before the conversion period expires on July 2.

It is estimated that the dependents of 4,000,000 ex-service men will lose more than \$30,000,000,000 in the next 50 years if this insurance is not continued. In urging ex-service men to take advantage of the conversion period at the earliest possible opportunity the life companies are not only rendering a service to those who served their country in the war but are winning the confidence and good will of a vast number of men who in the future will stand in need of additional insurance protection. In the case of lapsed war risk policies, arrears for only two months need be paid and physical examinations are being given free of charge at various stations throughout the country.

##### Company Name Omitted

In a recent issue in giving the names of companies having their home office in Dallas, the Union Standard Life was omitted. It is a legal reserve company, capital \$100,000. This company has been writing business for the past few months.

William O. Bacon is president, J. Eustace Guest is secretary. Offices are now located in the Republic Bank building.

G. B. Selbert, assistant manager of the life, accident and group department of the Travelers at Milwaukee, has been transferred to Grand Rapids, where he will be the manager of the same division.

#### MAKE TRANSFER SOON

##### ARRANGES FOR NEW QUARTERS

American Life Convention Expects to Be in Its St. Louis Office by September

The American Life Convention, at its meeting in Louisville in October, 1925, determined that permanent headquarters should be located in St. Louis, and under instructions of the executive committee, offices have been secured in the Shell building at 13th and Locust Streets, with ample space for the Convention and with room for increase and development.

The Shell building is admirably located, a short distance from leading hotels, and the Union Station, the interurban station and transportation facilities to all parts of St. Louis and suburbs. The building overlooks a public park, the Carnegie Public Library and the City Plaza now being promoted.

It is anticipated that the offices will be installed before the annual meeting of the Convention in Detroit in September.

Secretary Blackburn will return from his Mediterranean trip about the middle of April.

##### Life Notes

Homer D. Lininger of Faltysiek & Lininger, general agents of the Equitable Life of Iowa in Chicago, has been confined to his home for over a week with an attack of influenza.

R. G. Thiel, until recently manager of the G. C. Murphy Company's store at Seymour, Ind., has taken charge of the Lincoln National office at Seymour. It has been announced by C. Y. Schaffer of Indianapolis, state agent. Mr. Thiel will have charge of Jackson and Jennings counties with his headquarters at Seymour.



## The Viewpoint of a General Agent

MARKING the celebration of his thirtieth year with the Union Central, a prominent General Agent in the South wrote:

"I CAN TRULY say that no one could have been treated with more consideration than has been shown me by the officers of the Union Central Life Insurance Company during the thirty years that have passed. The Company has always been better to me than its contract."

*Our service in providing leads, (50,000 this year) and in a score of other ways is a cornerstone of our Agents' Progress.*

## The Union Central Life Insurance Co.

Cincinnati, Ohio

More Than One Billion 215 Millions of Insurance in Force

## LIFE INSURANCE BY STATES

Business issued in 1925 and amount in force December 31, 1925, in various commonwealths

## NEBRASKA

	New Business	In Force
Amer. Bankers .....	42,387	139,017
Amer. Reserve .....	630,500	591,500
Des Moines L. & A. ....	701,500	1,548,218
Fidelity Mut. ....	1,857	770,584
Great Northern .....	6,000	27,000
Internat. Mo. ....	1,650,417	14,129,955
Jefferson Stand. ....	13,000	182,600
Mountain States .....	598,194	2,237,075
National Fld. ....	72,657	446,553
National Res. ....	45,500	91,000
North Amer. Ill. ....	107,000	280,650
Northwest, Neb. ....	1,375,846	7,294,731
National, U. S. A. ....	197,616	2,348,043
Occidental .....	27,817	79,249
Phoenix Mut. ....	506,630	3,812,383

## KANSAS

Aetna Life .....	6,911,134	29,361,673
Acacia Mutual .....	506,300	2,387,100
American Nat. ....	3,359,719	4,498,468
Amer. Old Line .....	561,750	734,250
American, Mich. ....	1,105,909	3,605,450
Amer. Reins. Tex. ....	408,632	2,128,529
Amer. Home .....	1,271,089	6,338,474
Atlanta Life .....	507,056	163,283
Bus. Men's Assur. ....	1,629,967	2,292,097
Bank Savings, Kan. ....	4,609,981	20,888,689
Bankers .....	2,550,472	19,440,077
Berkshire .....	1,776	98,486
Continental, Mo. ....	527,682	209,762
Conn. General .....	49,102	2,803,303
Central, Ia. ....	499,175	1,477,963
Capitol, Colo. ....	154,000	1,062,789
Columbus Mut. ....	195,537	1,062,789
Continental, Ill. ....	155,953	167,268
Empire Mutual .....	825,500	711,000
Equitable, Ia. ....	1,873,364	10,339,782
Federal Reserve .....	3,036,013	15,738,413
Fidelity Mutual .....	581,838	3,474,249
Franklin, Ill. ....	1,986,350	6,437,867
Farmers & Bankers .....	5,141,773	27,923,909
Great Western .....	57,000	144,000
Guaranty, Ia. ....	129,550	415,350
Great Republic .....	75,463	565,341
Home Life, N. Y. ....	562,037	3,973,209
John Hancock .....	311,619	674,402
Kansas Life .....	3,514,821	12,649,319
Lincoln Lib. ....	853,205	1,336,705
Liberty, Kan. ....	360,814	15,484,197
Lafayette .....	39,207	338,654
Midland, Mo. ....	2,533,251	9,328,099
Midwest, Neb. ....	165,511	742,174
Mutual Life, Mo. ....	2,558,741	2,130,817
Mutual Life, N. Y. ....	3,571,924	26,042,927
Manhattan, N. Y. ....	18,000	190,182
Mass. Mutual .....	1,175,588	11,250,122
Mass. Protective .....	170,500	162,000
Minnesota Mut. ....	1,460,160	3,119,167
Missouri State .....	795,496	8,966,883
Mutual Benefit .....	1,050,343	10,690,233
National, Vt. ....	528,529	5,728,751
National, U. S. A. ....	1,359,502	7,415,425
National L. & A. ....	672,661	3,775,121
National Savings .....	4,483,814	7,429,507
New England Mut. ....	734,121	5,581,221
New York Life .....	6,399,896	42,470,029
Nat. Benefit .....	80,500	66,000
Nat. Fidelity .....	263,975	371,195
Northwestern, Neb. ....	282,500	282,500
Nat. Reserve .....	1,555,101	12,047,112
Occidental .....	59,000	696,085
Old Line, Neb. ....	1,395,650	1,465,450
Omaha Life .....	640,720	1,294,510

	New Business	In Force
United L. & A. ....	223,500	562,485
Reinsurance, Ia. ....	1,731,822	3,480,021
Rockford Life .....	112,993	112,993
Security Mut., Neb. ....	135,440	3,110,495
Springfield, Ill. ....	500,000	2,133,201
Security, Va. ....	274,585	794,054
Security Mut., N. Y. ....	259,136	853,010
State Life, Ind. ....	285,194	4,204,122
Union Mut., Me. ....	13,755	194,880
U. S. Nat. L. & C. ....	500	886
Western Nat. ....	956,000	1,782,978
Western Union .....	5,175	154,125

## MICHIGAN

Grange L., Mich. ....	4,767,271	20,827,769
Grange L., Mich. ....	122,700	163,900
Natl. Benefit .....	250,000	401,000
Natl. Benefit .....	851,981	576,054

## ILLINOIS

Aid Assn. for Luth. ....	1,239,750	8,840,788
American Ins. Union. ....	2,662,120	15,929,471
Amer. Woodm., Colo. ....	443,300	899,150
Anc. Ord. Gleaners. ....	1,053,498	3,113,803
American Bankers .....	3,009,494	8,098,771
Bohemian Slavonian .....	54,800	818,800
Fr. Ben. Un., N. Y. ....	4,987,750	8,752,376
Bank. Ins. Corp., Ill. ....	266,655	569,925
Cath. Ord. of Forest. ....	825,500	31,420,041
Chicago Frat. Life. ....	633,500	11,201,025
Farmers National .....	2,334,386	9,828,174
Fraternal Aid Union ....	144,000	2,709,729
Fraternal Res., Wis. ....	262,250	995,219
Grand Lodge, Ind. ....	293,800	2,806,900
Order of Vikings. ....	196,500	972,518
Grand Lodge, A. O. ....	4,266,575	7,728,730
of U. W. ....	466,000	8,092,091
Inter-Southern .....	39,713,604	39,713,604
Ind. Ord. Foresters. ....	466,000	8,092,091
International .....	9,388,486	39,713,604
Kngts. of Col., Conn. ....	2,859,000	40,633,568
La Fayette Life .....	113,741	408,847
Loyal American Life .....	401,000	9,673,112
Ladies of Mac, Mich. ....	232,250	1,858,000
Lutheran Mutual Aid. ....	977,000	1,952,903
Lutheran Brotherhood. ....	125,500	263,500
Maccabees .....	109,500	12,002,896
Modern Brotherhood. ....	176,770	2,592,730
Modern Woodmen .....	9,644,500	284,518,500
Mystic Workers .....	3,600,228	41,239,902
Nat. Union, O. ....	637,500	13,074,938
New Era As., Mich. ....	1,999,000	1,175,000
O. United Com. Trav. ....	26,190,000	26,190,000
Protected Home Cir. ....	288,000	1,614,000
Polish Nat. All. ....	2,703,750	20,819,850
Polish Rom. Cath. ....	1,114,850	17,281,800
Royal League .....	613,000	16,844,000
Royal Neighbors .....	6,540,000	109,162,500
Railway Mail Assn. ....	652,000	7,208,000
Roy. Arcanum, Mass. ....	547,000	16,929,495
Sec. Benefit Assn. ....	1,267,000	34,224,162
Tri-State Mut., Ill. ....	2,097,000	16,588,000
Wom. Cath. Ord. For. ....	558,250	29,031,145
West. Union, Wash. ....	117,490	482,408

## ARKANSAS

Aetna Life .....	17,533,212	47,494,248
Aetna Life .....	1,572,850	2,145,900
Acacia Mutual .....	138,000	687,500
Amer. Bankers .....	23,871	83,177
Amer. Bankers .....	77,277	74,124

	New Business	In Force
Amer. Central .....	240,714	2,749,462
Amer. Mutual, La. ....	293,000	612,000
Amer. Natl., Tex. O. ....	995,022	2,168,565
Amer. Natl. ....	1,625,002	3,206,604
Amer. Natl. ....	270,500	252,500
Amer. Old Line .....	2,443,500	2,966,000
Arkansas State .....	284,800	157,250
Atlas .....	732,540	1,789,830
Bankers Reserve .....	2,340,689	6,439,715
Bank Savings .....	500,500	770,000
Bus. Men. Assur. ....	370,461	596,819
Central Life, Ia. ....	1,095,021	1,760,159
Central Life, Kan. ....	24,500	50,000
Central State, Mo. ....	462,500	552,196
Commercial Life, Mo. ....	4,000	4,000
Commonw'th, Ky. ....	29,500	29,500
Conservative, W. Va. ....	1,023,490	1,960,147
Continental, Mo. ....	824,705	1,854,715
Cotton States .....	380,500	1,426,321
Empire Mutual, Mo. ....	37,850	15,240
Equitable, N. Y. ....	252,586	970,243
Equitable, N. Y. ....	4,599,066	23,966,959
Farmers & Bankers .....	298,315	1,256,103
Federal .....	321,500	1,215,507
Federal .....	1,500	2,400
Fidelity Mutual .....	422,923	3,993,038
Farmers Un. Mut. Ia. ....	3,000	3,000
Interstate L. & A. O. ....	14,000	30,250
Interstate L. & A. I. ....	500,231	393,497
Jefferson Standard. ....	1,687,200	6,983,083
Kansas City .....	376,447	3,081,637
Kansas .....	205,000	196,000
Lamar .....	758,190	1,250,123
Liberty Life, Kan. ....	155,000	227,500
Life & Cas. ....	768,800	1,493,412
Life & Cas. ....	3,425,738	4,576,743
Lincoln Reserve, Ala. ....	1,261,016	3,272,120
Louisiana State .....	25,630	280,076
Manhattan, N. Y. ....	376,447	1,608,767
Massachusetts Prot. ....	216,500	187,000
Merchants, Ia. ....	33,750	1,622,820
Metropolitan, N. Y. O. ....	4,990,617	21,061,077
Metropolitan, N. Y. G. ....	3,272,135	4,422,547
Metropolitan, N. Y. I. ....	6,212,243	17,396,777
Mid-Continent .....	1,986,000	3,466,500
Missouri State .....	2,880,332	17,783,834
Missouri State .....	636,725	1,474,325
Mountain States .....	37,000	235,000
Mutual Life, N. Y. ....	5,580,612	34,049,925
Great Southern .....	759,500	1,740,720
Great Republic .....	743,357	1,986,595
Home, Ark. ....	10,889,725	28,821,552
Home, Ark. ....	160,600	785,300
Guardian, N. Y. ....	1,433,060	8,889,317
Home Life, N. Y. ....	877,170	4,343,795
International .....	1,296,465	1,296,465
Inter-Southern .....	962,448	5,866,086
Inter-Southern .....	29,500	34,500
Natl. Benefit, D. C. O. ....	254,000	234,000
Natl. Benefit, D. C. I. ....	2,965,480	1,527,932
Natl. Equity, Ark. ....	4,277,500	5,945,000
Natl. Life & A. O. ....	1,004,182	1,949,912
Natl. Life & A. O. ....	3,760,969	4,882,559
Natl. Life, U. S. A. ....	772,171	6,215,361
Natl. Savings .....	1,221,195	2,252,672
New York Life .....	8,495,621	56,238,000
Natl. Reserve, Kan. ....	264,874	267,874
Northwest Mut. ....	757,500	3,910,961
Northwest Natl. ....	142,976	808,679
Old Amer., Ark. ....	2,547,470	2,732,789
Ohio National .....	166,500	249,500
Old Line, Neb. ....	65,500	44,500
Old Colony .....	897,822	2,840,632
Pacific-American .....	1,457,911	3,600,356
Pacific Mutual .....	1,783,614	13,330,609
Peoples, Ind. ....	110,000	387,500
Union, Ark. ....	3,588,750	5,651,200
Phoenix Mutual .....	195,732	2,367,709
Pilot .....	113,237	113,237
Progressive, Ark. ....	1,628,500	9,968,500
Prov. Life & A. ....	141,000	330,500
Prudential .....	1,570,386	8,368,631
Prudential .....	12,000	71,000
Pyramid, Ark. ....	1,098,500	936,000
Reliance, Pa. ....	5,138,590	5,977,677
Reliable L. & A. Mo. ....	3,135,690	3,932,204
Reserve Loan .....	675,631	2,971,686
Royal Union .....	6,000	108,934
Security, Va. ....	1,668,983	7,147,167
Security Mut., N. Y. ....	18,819	75,589
Southern, Ark. ....	657,300	1,713,416
Southern, Tenn. ....	2,102,340	630,750
Southern, Tenn. ....	1,864,624	2,949,138
State, Ind. ....	608,444	4,042,163
Supreme L. & C. O. O. ....	268,500	375,000
Supreme L. & C. O. I. ....	269,089	236,760
Travelers .....	738,449	2,788,909
Travelers .....	138,150	36,650
Union Central .....	3,681,000	23,526,260
Standard, Ark. ....	1,382,421	1,382,421
Internat. L. & T. ....	202,000	523,518
No. Caro. Mut. ....	480,639	1,531,733
No. Caro. Mut. ....	1,261,222	1,468,157

	New Business	In Force
No. Amer. Nat., Neb. ....	1,629,000	2,092,644
U. S. Natl. L. & C. O. ....	5,000	5,750
U. S. Natl. L. & C. I. ....	72,115	52,946

## TENNESSEE

Nat. Benefit, D. C. O. ....	378,500	414,500
Nat. Benefit & I. ....	2,254,728	1,514,410
Life & Casualty .....	2,213,123	7,180,453
Life & Casualty .....	1,130,158	16,648,619

## IOWA

Acacia Mut. ....	352,500	1,752,500
Aetna Life .....	9,440,724	25,259,516
Aetna Life .....	G. 3,803,000	5,000,000
American Bankers .....	87,346	676,772
American Centra. ....	885,752	1,649,638
American Life, Mich. ....	498,118	3,402,324
American Life Reins. ....	315,555	1,399,211
American Natl., Tex. ....	418,308	405,308
American Old Line. ....	692,000	12,484,387
Bankers Life, Neb. ....	701,115	7,534,482
Bankers Res., Neb. ....	894,320	4,873,207
Berkshire Life .....	1,108,017	4,505,571
Business Men's Assr. ....	309,163	355,754
Bankers Life, Ia. ....	20,929,647	115,102,832
Cedar Rapids Life .....	2,591,173	16,085,147
Central Life, Ia. ....	8,577,240	37,381,595
Conservative, Ia. ....	313,000	12,215,464
Des Moines Life & A. ....	2,140,323	1,511,333
Equitable Life .....	11,125,078	88,218,103
Farmers Union Mut. ....	1,391,500	5,031,760
Great Western .....	504,550	1,112,060
Guaranty Life .....	3,352,599	21,913,837
Hawkeye Life .....	911,555	7,091,555
Merchants, Ia. ....	3,152,126	16,089,440
Register Life .....	4,762,154	28,395,351
American Natl. Life, Ia. ....	2,486,803	12,215,464
Royal Union Life .....	4,141,703	30,476,776
Royal Un. Lf., Reins. ....	33,809,948	70,256,500
Webster Life .....	310,500	285,500
Central Life, Ill. ....	384,328	4,235,611
Chicago Natl. Life. ....	65,000	65,000
Columbian Natl. ....	403,581	1,632,740
Columbus Mut. ....	6,735	89,996
Conn. General .....	538,611	2,132,022
Conn. Mut. ....	4,195,366	14,642,327
Continental Assur. ....	448,443	782,091
Continental Mut. ....	585,254	740,882
Equitable Life, N. Y. ....	10,066,898	49,823,324
Farmers & Bankers. ....	178,537	176,537
Farmers Natl. ....	435,500	1,570,725
Federal Life .....	704,094	1,217,251
Fidelity Mut. Life. ....	69,608	2,044,079
Franklin Life .....	177,260	1,018,027
Girard Life .....	13,462	22,992
Great Northern .....	254,487	469,144
Guardian Life .....	907,576	8,050,951
Guaranty Natl. Life, N. ....	251,500	1,051,525
Indianapolis Life .....	251,500	1,051,525
Internatl. L. & T. ....	755,510	3,444,476
International Life .....	2,453,924	17,419,928
John Hancock Mut.O. ....	2,715,671	9,063,165
John Hancock Mut.G. ....	164,650	139,850
John Hancock Mut.I. ....	1,485,399	1,381,514
Kansas City Life. ....	1,590,000	4,294,440
La Fayette Life. ....	104,708	255,375
Lincoln Liberty .....	182,000	311,000
Mass. Natl. Life. ....	772,850	4,255,341
Mass. Mut. Life. ....	3,485,500	23,485,500
Mass. Prot. Life. ....	165,000	187,000
Metropolitan Life .....	5,881,650	35,983,187
Metropolitan Life .G. ....	6,167,359	3,475,991
Metropolitan Life .I. ....	8,389,198	31,360,133
Michigan Mut. Life. ....	770,355	7,706,466
Midwest Life, Neb. ....	228,500	591,183
Minn. Mut. Life. ....	1,086,042	1,920,792
Missouri State Life. ....	1,543,526	5,440,228
Montana Life .....	158,500	411,000
Mutual Benefit Life. ....	1,478,217	36,314,819
Mutual Life, N. Y. ....	6,648,651	49,675,317
Mutual Life of Ill. ....	431,575	849,625
Mutual Trust Life .....	1,778,058	10,629,819
Natl. Fidelity Life. ....	1,778,661	12,042,042
Natl. Guardian Life. ....	22,000	80,500
Natl. Life, U. S. A. ....	1,191,633	14,804,794
Natl. Life, Vt. ....	1,687,347	10,107,148
Natl. Reserve, Kan. ....	74,500	172,000
New England Mut. ....	2,108,299	13,678,222
New World Life .....	409,720	3,069,932
New York Life .....	10,457,800	70,722,686
North Am. Life, Ill. ....	261,500	3,697,685



## IOWA

(CONTD FROM PRECEDING PAGE)

	New Business	In Force
North Amer. Natl. ...	153,000	518,951
No. Amer. Reassur. ...	1,015,700	1,396,100
Northwest. Life, Neb. ...	500,000	593,500
Northwes. Mut. Life. 12,489,540	121,118,366	
Northwes. Nat. Life. 4,267,921	13,719,100	
Occidental Life, Cal. ...	1,000	53,374
Ohio Natl. Life. ....	185,261	285,961
Old Colony Life. ....	313,580	1,321,601
Old Line, Neb. ....	186,000	162,000
Old Line, Wis. ....	99,910	836,375
Omaha Life. ....	252,343	497,532
Pacific Mut. Life. ....	1,634,733	8,871,841
Penn. Mut. Life. ....	6,561,717	47,078,606
Peoples Life, Ind. ....	142,500	142,500
Peoria Life. ....	2,216,142	12,825,555
Phoenix Mut. Life. ....	2,420,221	17,615,896
Prairie Life, Neb. ...	405,500	3,046,313
Provident Mut. Life. ....	2,029,722	7,805,553
Prudential. ....	7,902,931	39,982,621
Prudential. ....	1,248,150	2,154,450
Prudential. ....	1,126,665,212	46,749,215
Reliance Life, Pa. ...	397,350	3,208,359
Reserve Loan Life. ....	560,308	1,308,042
Rockford Life. ....	616,884	1,274,034
St. Joseph Life. ....	164,000	1,026,500
Security Life, Ill. ....	588,519	682,133
Security Mut. N. Y. ...	17,136	151,760
Security Mut. Neb. ...	113,750	226,942
Springfield Life, Ill. ...	88,000	5,566,385
State Life, Ind. ....	27,080	297,439
State Mut. Life. ....	420,476	916,709
Travelers Equit. ....	12,500	10,500
Travelers. ....	7,020,354	27,783,369
Travelers. ....	4,811,770	13,294,695
Union Central Life. 1,915,535	13,121,042	
Union Reserve, Neb. ...	237,500	237,500
U. S. Natl. L. & C. ...	500	500
Western Union Life. ...	229,817	551,531

## KENTUCKY

Inter-Southern ...O.	3,745,179	27,342,115
Inter-Southern ...G.	475,209	718,800
Mammoth, Ky. ....	653,943	3,684,580

## NEW JERSEY

Natl. Benefit. ....O.	136,250	306,250
Natl. Benefit. ....I.	1,305,584	1,962,336

## Knights Life Meeting

Agents of the Knights Life Insurance Company of Johnstown, Altoona and Greensburg districts of Pennsylvania held a banquet on March 20 in Johnstown, Pa. The honor guest was the president of the company, Joseph H. Reiman. Frank J. Selfert made the address of welcome and introduced the toastmaster, George A. Hahner, superintendent of the Johnstown district. Other speakers were John Bischof, Greensburg superintendent, and Eugene R. Thompson of the Pittsburgh district. Superintendent R. H. Ruffner of the Altoona district was also a speaker, as was Dr. L. L. Porch, the first medical examiner of the company.



Stephen M. Babbitt  
President

Hutchinson, Kansas

## HAS EXCELLENT RECORD

## LONG APP-A-WEEK HISTORY

## Two Agents in the Equitable Life of Iowa List Have Achieved Notable Distinction

Ben Bloch, general agent for the Equitable Life of Iowa at Peoria, Ill., has recently attained the highest mark in consecutive one-a-week production of any representative in the history of his company. With the week ending Feb. 27th, he passed the 350th consecutive week of personal production.

At the same time, G. M. Gillette of the Williamsport, Pa., agency, completed his 300th week of consecutive production.

Mr. Bloch has been connected with the Equitable Life of Iowa since April 1, 1916. During the past seven years, he has never failed to secure at least one application every week. This record in personal production has been maintained in addition to Mr. Bloch's duties as the manager of the Peoria agency.

## Gillette's Record

Mr. Gillette has been an agent for the Equitable Life of Iowa since June 5, 1916, and during that time has been one of the most consistent personal producers. He has qualified during each of the last five years as a member of the "Honorary Production Clubs" of the Equitable Life, and has been listed repeatedly among its leaders in personal production. His achievement of completing 300 weeks of consecutive production is especially noteworthy when it is realized that he is located in Mansfield, Pa., a town of only 1,200 population, and practically all of his business has been written in this community.

R. G. Lauer is the general agent of the Williamsport agency, with which Mr. Gillette is connected.

## TO HOLD TRAINING SCHOOLS

## Bankers Life of Iowa Announces Series Which President Nollen Will Attend Personally

The Bankers Life announces a series of ten one-day schools of instruction for the field force, to be known as "President Nollen's One-Day Schools" and to be held in 10 widely separated cities from coast to coast.

President G. S. Nollen will preside at each of the schools, assisted in the eastern section by Vice-President and Director of Agencies W. W. Jaeger and Assistant Secretary B. N. Mills, and in the western section by Assistant Director of Agencies O. B. Jackman.

The ten meetings will be held during the period of April 15 to May 31, at Cleveland, Washington, D. C., Indianapolis, Minneapolis, Fort Dodge, Kansas City, Fort Worth, Los Angeles, Seattle and Helena.

## KING GOES WITH MANHATTAN

## Well Known Life Insurance Man Has Been Appointed Manager of the Chicago Office

Russell S. King has been appointed Chicago manager of the Manhattan Life. For some months he has been associated with Dr. Charles J. Rockwell in conducting life insurance schools in the southwest. Mr. King resigned as assistant general agent of the State Mutual Life in Chicago under the late General Agent E. H. Carmack, following the death of Mr. Carmack. Mr. King is a graduate of the life insurance salesmanship course at Carnegie Institute. He was engaged in life insurance sales work in Tennessee. He is regarded as a young man of fine ability and in his new position undoubtedly will use his educational training in shaping up agents.

## Onward March—1925

## TOTAL OF PAID-FOR BUSINESS

1924 - - - - \$134,242,954

1925 - - - - \$157,045,211

## BANKERS LIFE COMPANY

G. S. NOLLEN, President

DES MOINES, IOWA

## THE ROYAL UNION LIFE INSURANCE COMPANY

Des Moines, Iowa

## Strong and Progressive

Paid to Policyholders—  
Over—\$21,000,000.00

Insurance in force as of  
Dec. 31, 1925,  
\$148,281,904.00

A. C. Tucker, President

D. C. Costello, Secretary Wm. Koch, Vice Pres.

## WRITER OF \$17,000,000 GROUP POLICY TELLS OF AGENCY BUILDING PLANS

A feather was placed in the cap of Sam M. Cowan, Oklahoma state manager for the Great Southern Life, with the signing of a contract with the Oklahoma Education Association for group insurance for the teachers of the state. The association has a membership of 17,200 men and women. The board of directors authorized the company to write \$1,000 on each member, which, if all respond, will involve more than \$17,000,000 insurance.

### Expect to Write \$12,000,000

The group rate is \$8 per \$1,000 regardless of age, and no physical examination is required. The company agreed to go on the risk for \$17,000,000. Its officials figure, however, that about 12,000 will take advantage of the group insurance and they expect to write and deliver insurance at least to the amount of \$12,000,000. The master policy was made to the association and individual certificates will be issued to members.

This accomplishment is only an evidence of the record made by Mr. Cowan and Mrs. Cowan since they assumed the management of this agency in May, 1923. At that time the agency was producing \$1,000,000 a year in volume and in 1925, business written and paid for was said by Mr. Cowan to amount to \$10,629,757.

### Built Strong Agency

The most important phase of increasing volume is to build the agency through means of proficient underwriters, and to do this was the main effort of the manager since his incumbency. In 1923 the agency operated a few sub-agents, none on full time. Today there are 140 contracts, 90 of which are for full time. Eighty-three men in the agency wrote more than \$100,000 a year. There were four Pullman car loads of members went on the annual \$100,000 club trip in 1925, and present indications are that the number will be increased in 1926, he added.

This state manager finds that school teachers as a class make the best life insurance underwriters, and in building his agency, he has made a special drive to obtain men in this profession. However, he does not confine his efforts to establish sub-agencies to this profession but circularizes various lines of endeavor at regular intervals.

"Increasing the number of sub-agents

is not the only qualification necessary for agency building," Mr. Cowan declared. "We find it beneficial to establish a personal touch between our boys and ourselves. On every holiday, we send them some souvenir enclosed with a special personal greeting. At Christmas, we send every man a Christmas present—on St. Patrick's day we send a shamrock, on Flag day, an American flag, on Washington's birthday, a hat—ch—and so on throughout the year.

"While other women are planning pretty things for parties, Mrs. Cowan is developing ideas to appeal to the boys," the manager observed. "All of this attention, we find, stimulates production and excites a personal interest in the agency, as well as the company."

In commenting upon the App-A-Week club which Mr. Cowan has found of infinite value in stimulating business since taking charge of the agency two years ago, he said that there were four men who had never failed to bring in an application weekly. They are Henry Borklund, S. A. Doyle, D. E. Leatherford and Ernest Hughes.

### Has Agency Bulletin

In the monthly bulletin "The Pep Generator" issued by the agency, one selling talk is always presented.

This firm is strongly sold on circular letters. Results from two letters, sent at close intervals, amounted to 195 applications for agencies, the manager asserted.

Another policy adhered to by this agency to enthrone its underwriters is by immediately transmitting by night letter to the entire force the details of any special accomplishment pulled off by one of their number. A wire gets the attention when a type written letter might not even be read, the manager said,—and then the wire might suggest just the right thing that one of our boys needs to close a hard case.

If any sub-agent has a sick wife or baby the general agency wires flowers or shows some equally delicate attention.

It has its own songs, and offers prizes for the best words for songs submitted at certain intervals. In fact everything is done to keep the force sold on the agency and so keyed up that it fairly radiates its interest in the business, he said.

## MATERIAL REDUCTION IS SHOWN IN NEW FEDERAL ESTATE TAX

THE new federal estate tax provisions, incorporated in the 1926 revenue bill, show material reductions in the federal tax and a number of changes in the provision affecting the levy of the tax. The 1926 law repeals the section which required that the deduction allowed for charitable bequests had to be reduced by the amount of any state or inheritance taxes payable out of such bequests. The new law provides that such bequests may now be deducted in full. The 1926 act also allows a credit for state inheritance taxes, paid to the various states, as in the previous act, except that the new law increases a maximum credit from 25 percent to 80 percent of the federal estate tax. Under this provision the state taxes must have actually been paid and a credit for payment claimed within three years after the filing of the federal estate tax return.

### Exemption Is Increased

Another important change in the 1926 act is the increase in the exemption, which has heretofore been \$50,000, but is now increased to \$100,000. Also the gift tax is abolished as of Jan. 1, 1926, though it must be paid for the year

1925. No change was made in the taxation of life insurance and all sums payable either to the estate or in an amount in excess of \$40,000, receivable by designated beneficiaries upon policies taken out by the decedent upon his own life are still included in the taxable estate. Any transfer made within three years prior to the death of a decedent, after the enactment of the 1926 law, without an adequate and full consideration in money or its equivalent, is conclusively deemed to have been made in contemplation of death, if the value of the property or interest transferred is in excess of \$5,000 at the date of death.

### Taxes on Transfers

Transfers which are made in contemplation of death or intended to take effect in possession or enjoyment at or after death, transfers, whether absolute or in trust, which are subject to a power of revocation or the relinquishment of such a power in contemplation of death, transfers under general powers of appointment, whether testamentary or quasitestamentary, if such transfers are accompanied by the receipt of an inadequate consideration, are all made taxable under the new act, but only to

the extent of the inadequacy of such consideration.

In the following table are given the rates and total taxes upon various sized

net estates, with a tax rate comparison made with previous revenue acts and the total tax in Illinois, including the Illinois inheritance tax:

		ESTATE TAX RATES					
Total Estate	Net Estate	1926 Rate	1926 Tax	1924 Rate	1921 Rate	Illinois Tax	Total Tax in Illinois
\$ 50,000	.....	..	.....	..	..	\$ 600	\$ 600
100,000	.....	..	.....	..	..	2,200	2,200
200,000	.....	2	1,500	3	2	6,800	8,300
300,000	.....	3	4,500	4	3	14,000	18,500
400,000	.....	5	15,000	6	4	34,000	49,000
500,000	.....	6	31,500	9	6	75,200	106,700
600,000	.....	7	45,000	12	8	110,300	155,300
700,000	.....	8	54,500	15	10	130,200	264,700
800,000	.....	9	129,000	18	12	250,200	379,200
900,000	.....	11	233,000	21	14	390,200	623,200
1,000,000	.....	13	357,000	24	16	530,200	887,200
1,500,000	.....	14	496,500	27	18	670,200	1,166,700
2,000,000	.....	17	975,000	30	20	1,090,200	2,065,200
2,500,000	.....	19	1,344,000	35	22	1,370,200	2,714,200

## SOME RECENT COURT DECISIONS IN THE FIELD OF LIFE INSURANCE

**Liability of Insurance Company Where Agent Placed a False Age in the Application.**—Appellant insurance company was incorporated in Missouri and was a mutual insurance association doing business on the assessment plan. Though appellee Atnip had told appellant's agent that his mother was 60 years of age, the agent had written her age in her application, as within the maximum age of 55, at which the insurance company would issue policies. The insured was not aware of this. Held that the company must be held to have waived the age limitation and to be estopped from asserting non-liability by the conduct of its agent and officers in soliciting and accepting the application, issuing the policies and receiving the assessments due to keep the policies in force until the insured's death. Also held, that a son had an insurable interest in the life of his mother; that a mutual benefit association doing business on the assessment plan is not a fraternal benefit society under the state statutes, and a policy of life insurance made and delivered in Arkansas is governed by the laws of that state. *Springfield Mutual vs. Atnip*. Sup. Ct. Arkansas. Decided Nov. 30.

**When Federal Court Would Apply Local Statute. Validity of Provision in Policy Fixing Forum Whose Laws Should Apply.**—Appellant, a Texas corporation, issued two policies of life insurance to Cunningham which were incontestable after two years except for non-payment of premiums, etc. The application provided that both application and policy be construed under the laws of Texas, although the contracts were Mississippi contracts. Insured died within a year and appellant brought suit in the district court to correct the policies for fraud. No hearing was had and suit was brought on the policies by administrator of deceased in the circuit court of Mississippi, which suit was removed to the federal court. A Mississippi statute provided that all life insurance companies doing business in the state should deliver with the policy a copy of the application, and on failure so to do, should not be permitted "in any court of this state" to deny the truth of any statement in the application. Held that judgment for plaintiff on demurrer be sustained. The policies, being Mississippi contracts were governed by the laws of that state despite agreement that they be construed under the law of Texas. The statute of Mississippi was valid, and was a rule of substantive law and not of evidence. The words "in any court of this state" would be given effect in the United States courts which are courts of the state in which they sit, for the application of local statutes. *Great Southern Life vs. Burwell U. S. C. A. 5th Cir.* Decided Mar. 1, 1926.

**Validity of Claim by Beneficiary Against Estate of Deceased for Amount of Loans on Policy at Time of Insured's Death.**—Appellant was beneficiary under a policy of life insurance. The policy provided for payment of \$3,000

to the beneficiary "if the insured shall die while this policy is in force." It provided further: "But the residue (if any) of the current year's premium unpaid, together with any indebtedness to said company, shall first be deducted therefrom." The policy also contained a provision for policy loans, specifying interest, amounts, etc. At death of insured, there was a loan outstanding against the policy, which the insurer deducted from the principal sum, paying balance to the beneficiary. The latter here sued decedent's estate for the amount of such deduction on the theory that he had a vested interest in the policy to the extent of the principal sum named therein. Held that such claim be not sustained in view of the loan provisions of the policy. The interest of the beneficiary was in the amount payable under the policy under the conditions existing, with reference to loans, at insured's death. *Jeremassen vs. Waldsburger*. Sup. Ct. Colo. Decided Jan. 11.

**Right of Wife to Proceeds of Insurance Policy on Husband's Life, of Which Premiums Were Paid Out of Community Property.**—Held that in such a case, a gift by the husband of a life insurance policy to a beneficiary, other than his wife, is a good and valid gift until voided by the wife by assertion of her right to one-half of the proceeds; and the insurance company, until it has been made aware of the wife's claim, is justified in delivering to the beneficiary, as the person rightfully entitled thereto, the proceeds of the policy upon death of the insured husband. The insurance company having contracted with the husband to pay the proceeds to whomsoever he designated, in the absence of notice of any adverse claim, could do nothing but fulfill its contract. The husband is the owner of the community property and the wife's interest therein is but a mere expectancy. The proceeds of an insurance policy, whose premiums have been paid out of community assets, are community property. *Blethen vs. Pacific Mutual Life*. Sup. Ct. California. Decided Feb. 1.

**Validity of Disposition by Will of Proceeds of Policy Payable to Estate or Executors.**—Deceased left certain life insurance policies, which were made payable to his estate or his executors and administrators. All the policies provided that the beneficiary might be changed by written notice to the company, two providing that such change must be endorsed on the policy. Each policy specifically reserved right of revocation to the insured. By his will, decedent directed that the proceeds of the policies be paid to trustees for the benefit of his wife and children. Appellant attempted to garnish the proceeds on the theory that the trusts were merely an attempt to change the beneficiary of the policies by will and was ineffectual for that purpose, as the method of changing the beneficiary provided by the policies was exclusive. Held that the will did not merely attempt to change the beneficiaries, but



operated upon the estate of insured and must be given full effect as a testamentary disposition. Nor was such disposition prohibited by Sec. 1805 of the Code. *Miller vs. Miller*. Sup. Ct. Iowa.

\* \* \*

**When Forefeiture Clause in Policy Will Be Enforced**—A note was given for payment of premium on a life insurance policy, which contained a stipulation that upon failure to pay the note at maturity, the policy should cease and determine. At maturity of the note, plaintiff's intestate sent defendant a check and the latter returned the note. The check was not honored when presented. Held that the check which was not paid did not constitute payment, and the premium note was not paid. Failure to pay note lapsed the policy and there could be no recovery thereon. *Hayworth vs. Philadelphia Life*. Supreme Court. North Carolina. Decided Dec. 16.

\* \* \*

**Certain Statutes of Pennsylvania Relating to Testimony of Physicians, Construed**—By statute (Act of June 7, 1907, P. L. 462) it was provided that no physician in any civil case should disclose without the consent of the patient any information obtained in a professional capacity which tended to blacken the plaintiff's character. In an application for a policy of insurance, deceased had stated that he had never been treated for epilepsy or convulsions. On a trial, in which the insurer set up the defense of fraud, a physician was asked if he had treated deceased for epilepsy or convulsions. The court sustained an objection on the ground that it appeared that the deceased had suffered from a loathsome disease and the convulsions and epilepsy were merely symptoms thereof. Held error. Such answers were material to the risk. Even if the epilepsy and convulsions were symptoms only, decedent denied that he "had them," and the questions were admissible to show that his answers were untrue. A person might have both such diseases without such fact tending to blacken his character. *Skruch v. Metropolitan Life*, Sup. Ct. Penna.

### Insurance Periodicals Used in Establishing His Rules for Success

JOHN B. DURYEA, general agent of the Penn Mutual in San Francisco, chairman of the committee on salesmanship of the National Life Underwriters' Association and author of "What to Know About Life Insurance," tells an interesting story of how he was led to write his book.

On entering the insurance business in 1915, Mr. Duryea says that he was given a sample policy and a rate book and told to get busy. But thinking that he should know something about what he was going to sell, he decided that he would first of all get some information about it. He searched about the agency, found a stack of old insurance magazines under a counter and spent four weeks going through them, finding it a long and difficult business to find out what he wanted. Then and there he decided that if he ever became a successful insurance salesman he would produce a handbook that would smooth the path of beginners.

Mr. Duryea has more than fulfilled the promise he made to himself at that time. "What to Know About Life Insurance" treats the subject from a salesman's point of view and does it remarkably well. The book is published by THE NATIONAL UNDERWRITER.

#### Cincinnati Agent Dies

William Bodemer, aged 57, special agent of the Northwestern Mutual at Cincinnati, died Sunday.

Prohibition has brought a new difference between liquid and dry measure—even putting some liquids into the dry schedule.

# ILLINOIS LIFE INSURANCE CO.

CHICAGO

JAMES W. STEVENS, Founder

## The Ideal Agency Officer

THE ideal agency officer is one who knows his company from the ground up—thoroughly knows and has confidence in his superior and fellow officers, and having this information and this intimate acquaintance is willing to stand by that company and those officers just as loyally and steadfastly as though he himself was personally and solely responsible for every existing condition and every action taken.

He must be a sincere man, a man who in his dealings with agents has the ring of sincerity and fair dealing, showing equal favor to all and unequal opportunities to none.

He must be deeply appreciative of the difficulties which confront the man behind the rate-book, and from the well of his own practical experience and knowledge be able to counsel wisely and advise intelligently on all the multitude of big and petty problems and disputes which are forever coming up in an active agency organization.

He must be a man of quick and positive decisions, and his oral promise once given must be as binding as though reduced to writing.

He must be intimately acquainted, but not grossly familiar, with his agents.

He must be big enough to frankly acknowledge such mistakes as he may make, to take upon his own shoulders a great part of the blame for an agent's lack of success, and so constituted temperamentally as to be burdened without irritation with the thousand and one little complaints and troubles of the men who compose the agency organization.

In brief, the successful head of an agency department is the "Little Father" of the organization, and upon his patience, forbearance and good counsel, and the degree of respect and confidence he enjoys of the men under him, depends the success and the strength of the producing force.

From address of R. W. STEVENS, President,  
Illinois Life Insurance Co., Before Life  
Agency Officers Association, Chicago,  
November, 1925.

## Illinois Life Insurance Co.

CHICAGO

JAMES W. STEVENS, Founder

Greatest Illinois Company

1212 Lake Shore Drive

The Illinois Life is The Dean of the Illinois Legal Reserve Companies

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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### Move Means Radical Departure

THE action of the METROPOLITAN LIFE in returning the unearned portion of the premium paid in advance in the settlement of death claims is creating much discussion in life insurance ranks, particularly among actuaries. The following is the form of endorsement placed on new policies by the METROPOLITAN LIFE:

Supplemental Agreement to Policy No. ....

It is expressly understood between the company and the insured, that the third paragraph of "Provisions and Benefits" No. 1, entitled "Payment of Premiums" was stricken out of this policy at the time of issue, and that in place thereof there was inserted the following:

If the premium shall have been paid for the period during which the death of the insured occurs, then if such period be greater than one month, the company will pay, in addition to the amount otherwise payable under this policy, that portion of such premium applicable to the policy month or months subsequent to the policy month when death occurred. A grace period of 31 days, without interest charge, will be granted for the payment of every premium after the first during which grace period the insurance shall continue in force, but if the insured dies during such period the portion of the unpaid premium for insurance for the current policy month shall be considered as an indebtedness to the company for which this policy is security.

The custom of charging a full year's premium in the year in which death occurs, and if paid in advance of making no refund, has been followed from the very beginning of the business. It has, however, caused life insurance to be subjected to some criticism.

The argument against the refund has been that the actuarial calculations provide that the reserve shall be set up and the premium paid to the end of the year. A few companies such as the Aetna Life

and Prudential have waived the collection of quarterly and semi-annual premiums of late years, but the Metropolitan's action is a radical move in this direction and its new practice is bound to become one of the points in competition hereafter, just the same as post mortem dividends and other similar liberal provisions. When a company like the Metropolitan takes this step the question of its adoption by other companies must be considered seriously. The concession applies to all ordinary policies except the whole life \$5,000, single premium and interim term contracts.

The theory that life insurance premium rates are calculated for the full policy year and upon the assumption that deaths occur only at the end of policy years, has invariably prevailed in the past. The Metropolitan evidently sees no violation of fundamental principles in refunding to the beneficiary in addition to the face of the policy the premium paid in advance after the end of the month in which death occurred. As a matter of fact companies do not wait until the end of the policy year before paying the policy claims, but pay upon receipt of proof of death. The company continues the paying of a post mortem dividend. The policy of the Metropolitan has in the past provided that "at the death of the insured any unpaid premium or premiums for the current policy year shall be deducted from the amount payable hereunder." The only deduction now made is that of the premium due and unpaid within the grace period, if any. The move will be watched with interest.

### Perpetuate a Man's Earning Power

MANY agents do not realize that one of the finest arguments to use with the successful business man is the idea that he should buy life insurance to perpetuate his earning power.

If they live long enough to complete the projects they have in mind, successful men are bound to acquire a comfortable fortune. But without time to complete his undertakings, a man's ability counts for little. It is the element of time that counts so heavily in all human undertakings and it is this uncertainty about the time factor that should persuade the business man to offset it by taking out adequate insurance.

He should be made to see life insurance as a surplus investment that can be made profitably and without hard-

ship by annually depositing from two to two and a half percent at average ages. It should be made clear that if death puts a stop to these deposits, there are no more of them to make—the investment will have been completed and will be turned over to the proper persons for their use. In fact, the "perpetuation of earning power" idea is a corollary of the life value idea of Dr. HUEBNER.

This argument is not only practical but readily understood by the average prospect, for the idea is totally divorced from high-sounding and technical expressions that are so much Greek to him and do not help the agent at all in driving home his points, as will this suggestion.

## PERSONAL GLIMPSES OF LIFE UNDERWRITERS

**Gilbert A. Newkirk**, pioneer Denver resident and one of the best known life insurance men in the city, dropped dead of heart trouble there last week. Mr. Newkirk went to Denver 45 years ago. In 1887 he was appointed general agent for the Mutual Benefit Life, a post which he held until his retirement from business because of ill health three years ago.

**Walker B. Freeman**, veteran general agent at Richmond for the New York Life, is back at his office after being laid up at home for a week or more with an attack of the grip. It was the first time he had spent an entire day in bed since 1862 when he was recovering from wounds received at the battle of Seven Pines. Though now in his 83rd year, he is still going strong. Last year he was elected commander-in-chief of the United Confederate Veterans.

**W. W. Willis**, Chicago manager of the Connecticut General Life, is still confined to St. Luke's hospital. Mr. Willis underwent an operation for hernia. Gangrene set in, which assumed most dangerous proportions. Mr. Willis is resting more easily but will be away from his office for a number of weeks.

**Lorry A. Jacobs**, director of the public relations department of the Southland Life, was operated upon for appendicitis recently at Dallas, and is now reported to be recovering in good shape.

The honor list for the Princeton University graduating class was made public last week, showing that the high honor man from Illinois is Whitney J. Oates of Evanston, Ill., son of J. F. Oates of Hobart & Oates, Chicago general agents of the Northwestern Mutual Life. Whitney Oates received first general group in his studies which gives him the distinction of graduating "Magna Cum Laude." Young Oates is a student of exceptional ability who has achieved high rank in his work. He intends to become a teacher.

**Thomas F. Lawrence**, who resigned as vice president of the Missouri State Life some weeks ago, was married recently to Mrs. Julia Gruner of St. Louis, in Waukegan, Ill. Since retiring from the Missouri State Life Mr. Lawrence has spent some of his time in Florida in real estate operations. He has made his residence at the Orrington hotel in Evanston, Ill. Mr. and Mrs. Lawrence are on a wedding trip in Florida.

**S. W. Jameson**, formerly president of the United Life & Accident, is reported to be organizing a new company at Washington, D. C., one feature of which will be that no stockholder will receive dividends on his stock unless he produces a certain amount of business for the company.

**Mrs. Robert Francis Palmer**, wife of the Chicago general agent of the Berkshire Life, died last week from heart disease. She had been ill for a number of weeks. Mrs. Palmer was formerly corresponding secretary of the Chicago Woman's Club and was very prominent in civic activities in her city. Aside from Mr. Palmer, she is survived by a daughter, Mrs. Tracy S. Voorhees of New York. The funeral services were held from the Fourth Presbyterian church Saturday.

In celebration of their birthdays, which fell on successive days, March 25 and March 26, President **Robert J. Maclellan** and Vice-President and Secretary **W. C. Carlinhour** of the Provident Life & Accident of Chattanooga were tendered a surprise party by the agency managers, home office force and field agents. The party, which took place in the home of-

office, was in the nature of "an application shower." The entire home office organization was gathered on one floor of the Provident building and the two officials were brought in, being greeted by the singing of the Provident song. John J. Kennedy, manager of the automobile accident department, was master of ceremonies, extending the felicitations of the home office force and the field men and presenting the great basket full of applications. The officers replied with happy speeches and then a photograph of the party, with the officers standing about the pile of applications, was made.

The John Hancock field force celebrated President's Day on March 23 by sending in total new insurance written for the day amounting to approximately \$18,300,000. This was from both ordinary and weekly premium agencies. President **Walton L. Crocker** on that day had been 35 years with the company. It was decided by the agency department and field force to take note of the event by a special effort for business. The extent of this spontaneous testimonial is apparent when stated that the day's writings alone were more than 50 percent of the average monthly writings of the company during 1925.

**James L. Braden**, football coach at the University of Wisconsin at Madison, is a newly enrolled member of the W. F. Winterble agency of the Bankers Life of Iowa.

**H. W. Noble**, general agent at Lincoln, Neb., for the New England Mutual, has been awarded a distinguished service silver medal, having recently completed his 25th year with the company. In a letter of appreciation from President D. F. Appel he says that this medal confers the degree of D. F. S. (Doctor of Faithful Service.)

The will of **Henry S. Robinson**, former president of the Connecticut Mutual Life, and director in large financial institutions, has been filed in probate court in Hartford. It provides that the estate, estimated at fully \$1,000,000, is to be left in trust, the life use being bequeathed to his wife. At her death the estate is to be equally divided among the four children. The estate is said to comprise large holdings in Connecticut General Life stock, which at present is topping the insurance stock market in Hartford, and also sizeable holdings of Hartford-Connecticut Trust Company stock.

**Dr. John Mason Little**, assistant medical director of the New England Mutual Life, and noted for his ten years of devoted service in Dr. Grenfell's Labrador mission, died at his home in Brookline, Mass., last week. He was born in Swampscott, Mass., and graduated from Harvard college in 1897 and the Harvard medical school in 1901. For a time he was head of a small hospital in Newfoundland. He was consulting surgeon at Boston hospitals and had written on medical subjects.

**Lee K. Frankel**, vice-president of the Metropolitan Life, spoke this week before the Kansas City Chamber of Commerce. The life general agents of the city were invited to be present.

**James A. Beha**, state insurance superintendent of New York, has definitely refused the offer of the National Bureau of Casualty & Surety Underwriters to become its general manager and counsel. Mr. Beha last week gave his final answer to the committee. The National Bureau's committee had decided on him for the position and made the offer. Jesse S. Phillips, who held the post, resigned to become vice-president of the Great American Indemnity. The



position carries a salary of \$25,000 a year. Mr. Beha stated that he would serve in his present position until the end of his term which expires next year.

In honor of President R. W. Huntington's 25th anniversary as president of the Connecticut General Life the agency force will take part in a campaign for new business running from April 5 to May 15.

President Huntington, in whose honor the contest is being held, entered the employ of the Connecticut General in November, 1889, as office boy shortly after graduating from Yale. In 1893 he was elected actuary, in 1899, secretary and in 1901, president.

When he first joined the Connecticut General, the company had a home office force of 10 including officers and clerks. In 1889 it wrote less than \$2,000,000 new insurance. Its total insurance in force at the close of 1889 was \$8,158,000. At the end of 1925 the home office force had expanded to 550 and during the year the company paid for \$224,049,000 new business and insurance in force at the close of the year totalled \$741,382,000.

Dr. C. W. Wells of New York, formerly assistant medical director of the Bankers Life of Iowa, has been visiting friends in Des Moines this week. Dr. Wells is now connected with the Rockefeller Foundation. Dr. Wells is a well known stamp collector. He has more than 2,000,000 in his collection.

F. R. Jones, at one time secretary and general manager of the Prairie Life of Omaha, and later assistant secretary of the Merchants Life of Des Moines, has resigned as manager for closed banks for the Iowa banking department and will become manager of closed national banks for Iowa and half a dozen adjoining states effective. Mr. Jones has been with the Iowa banking department for three years.

The Bankers Life of Des Moines has found former theatrical men valuable adjuncts to its force. Prominent among those is W. H. Forestelle, now of New York, who for several years was "character man" in the Princess Theater in Des Moines in the days when Fay Bainter, nationally known actress, was the star. Mr. Forestelle retired from the stage several years ago and was stationed at Creston, Ia., for the Bankers Life. He was afterwards made supervisor of the Omaha branch and later was promoted to regional manager, with headquarters in New York. He has been in Des Moines the past week attending the regional managers' convention of the Bankers Life.

L. J. Dougherty, secretary and general manager of the Guaranty Life of Davenport, left last week for a ten-day visit in Florida, where he will confer with agency managers for his company in that state. The Guaranty Life has been licensed in Florida for a year.

W. D. Clizbe, general agent of the Pacific Mutual Life at Detroit, was be-  
reaved while on a vacation at Los Angeles, accompanied by Mrs. Clizbe. She died at the hotel where they had been stopping. En route home Mr. Clizbe was taken suddenly ill and had to be taken from the train, but later he proceeded to Detroit, accompanied by a physician.

John Newton Russell, Jr., of Los Angeles, manager of the home office general agency of the Pacific Mutual Life, and Mrs. Russell have gone on an extended trip abroad to visit the Mediterranean countries. They will be away for six months.

Vice-President Arthur C. Parsons of the Pacific Mutual Life has been given the additional title of assistant superintendent of agencies. Mr. Parsons is in charge of the San Francisco office of the Pacific Mutual.

## Ask Dad

**H**E knows the value of an education. So does Mother. Both of them are eager to talk over plans for the education of their boy or girl.

They are willing to make the necessary sacrifices to give George or Geraldine a better chance in life than father and mother had.

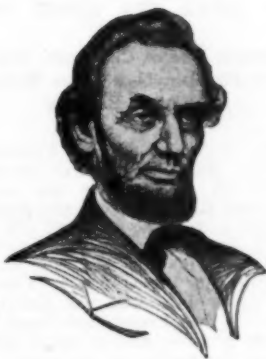
A savings and protection plan which assures the son or daughter an educational fund, whether father lives to complete his deposits or not, meets the requirements exactly.

The Juvenile Policy written by The Lincoln National Life Insurance Company is written on the lives of children on ages 1 day up to 14 years and reaches full face value on the anniversary of the policy on which the insurance age of the child is 5 years.

The Juvenile Policy is issued on 20 Pay Life, 20 Year Endowment or Terminal Endowments maturing at ages 16 to 21 inclusive. Waiver of further premiums in event of the death or disability of the father may be provided by the Payor Insurance feature.

Lincoln National Life Agents give their results with the Juvenile Policy as another reason why it pays to

LINK UP WITH THE LINCOLN



## The Lincoln National Life Insurance Company

*"Its Name Indicates Its Character"*

Lincoln Life Building Fort Wayne, Ind.

More Than \$400,000,000 In Force



## OPPORTUNITY

Continental Agents *KNOW*  
WHAT IT MEANS

**Continental Assurance Co.**

910 S. Michigan Ave.  
Chicago, Ill.

## The GLOBE MUTUAL LIFE INSURANCE COMPANY

of CHICAGO, ILL.

Assets - - - - - \$1,500,000.00

"CLAIMS PAID ON SIGHT"

Paid to policyholders over \$1,050,000.00

The highest grade of service to policyholders and representatives

*It is the Last Word in  
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The GLOBE weekly news mailed to you every week by  
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## Eureka-Maryland Assurance Co.

OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1882

WE ISSUE

Standard Ordinary and Industrial Policies

J. C. MAGINNIS, President  
J. BARRY MAHOOL, Vice-President

J. N. WARFIELD, Jr., Secretary-Treasurer  
Dr. JH. IGLEHART, Medical Director

### Life Insurance for a Greater Number



The scope of National Life service is evidenced by the number of applications received from the uninsured which average about 50% of the total. It is further evidenced by the fact that under 46% of the policies becoming claims the insured carried no other insurance.

A National Life Contract offers the opportunity for increased earnings through selling more insurance to more people. Top contracts available in choice territory.

**National Life Association, - Des Moines, Iowa**

## LIFE AGENCY CHANGES

### GILFETHER, GENERAL AGENT

**Union Central Life Announces Appointment to Fill the Vacancy at Elmira, New York**

Harry C. Giffether has been appointed general agent for the Union Central Life at Elmira, N. Y., to succeed P. E. Young, who died recently. Mr. Giffether is 37, has been a Union Central agent at Elmira for 10 years, has been the agency's largest producer, is a member of the Rotary Club and is president of the Elmira Life Underwriters Association.

### Nebraska Field Divided

The New England Mutual, in order to care for increased business in Nebraska, has divided the state into the North and South Platte districts, with headquarters at Omaha and Lincoln, respectively. H. W. Noble will be general agent at Lincoln and his brother, Gurdon W. Noble, and the latter's son, Will Noble, will be general agents at Omaha. The company has maintained offices in the two cities for some years, and G. W. and H. W. Noble have been general agents under the firm name of Noble & Noble. These will now be separate entities. The Omaha office will also cover a few western Iowa counties. Will Noble has finished an apprenticeship with his father that has qualified him for executive work.

### Harold Dyrenforth

Harold Dyrenforth of Chicago, well known life insurance man, who has been connected with the local agency of Moore, Case, Lyman & Hubbard in Chicago, soliciting for the Travelers, has joined the life insurance department of W. A. Alexander & Co., who are general agents of the Penn Mutual Life.

### Chris C. Rossey

Chris C. Rossey has been appointed manager of the Indianapolis office of the Missouri State Life and will have charge of about three-fourths of Indiana territory and a part of Illinois. Mr. Rossey has been connected with the Equitable Life of Iowa for about five years, going to Indianapolis from Richmond, where he was manager for that company. According to present plans of the Missouri State Life, Indiana will be reorganized under the direction of the Indianapolis

office. It is planned to increase the company's force in Indianapolis to 25 agents with proportionate numbers in various centers throughout the state. Mr. Rossey succeeds Frank Preston, who has returned to Little Rock, Ark., where he represented the Missouri State Life before going to Indianapolis.

### Von Thurn in New Post

John C. Paige & Co., general agents of the Travelers in Boston, announce the appointment of Lester von Thurn as manager of their life, accident and group department.

Mr. von Thurn has been connected with the branch office of the Travelers for the past five years as field assistant and as assistant manager, life, accident and group. He is recognized as one of the strongest men in Boston engaged in these lines of insurance.

### J. C. Richter and E. C. Keith

J. C. Richter, for 13 years district manager at Creston, Ia., for the Northwestern Mutual Life, has been transferred to Council Bluffs as manager. He succeeds D. H. Waller, who leaves to become associated with the Minneapolis office of the Northwestern Mutual. Ed C. Keith, who has been with the Creston office for three years, succeeds Mr. Richter there.

### Myron S. Baker

Myron S. Baker has been appointed assistant manager in the John B. Keena agency of the Northwestern National Life at Cincinnati. Mr. Baker has been with the Phoenix Mutual for eight months and is a graduate of the Phoenix Mutual school. Prior to that time he was a successful salesman of paper.

### George McMath

George McMath has resigned as general agent of the Reliance Life at Olney, Va., to accept a position in another line of work. He had been with the company since 1918. He was appointed general agent in 1920 with territory including the eastern shore of Virginia and parts of Maryland and Delaware.

Charles V. Sutton, son of Charles S. Sutton, is now connected with the Wm. B. Henderson agency of the National Life of Vermont in Kansas City. Charles S. Sutton, who died recently, was connected with that agency for 25 years, being secretary-treasurer of Wm. B. Henderson & Associates at the time of his death.

## EASTERN STATES ACTIVITIES

### TO MOVE ITS HOME OFFICE

**Columbia Life of Cincinnati Has Rented a Floor in New Atlas National Bank Building**

The Columbia Life of Cincinnati has rented the entire fourth floor, some 5,000 feet of space, in the new Atlas National Bank building and will shortly move to its new quarters. It has for many years occupied two floors in the Dawson building at the corner of Fourth and Plum streets. The Columbia, under President and General Manager S. M. Cross, has been making steady progress and is one of the strong young companies of the west.

### Indiana Agents Meet

A convention of Indiana agents of the Peoria Life was held in Indianapolis Friday. R. M. Halgren is manager of the Indianapolis office. Home offices representatives present were Emmet C. May, president; Walter E. May, vice-president; G. B. Patterson, secretary

and actuary, and Dr. F. A. Causey, associate medical director. Among the agents who took part in the program were E. W. Gilbert, H. K. Weirick, Marry Latta, R. W. Carmack, Bertha Latta, C. Herman Pell and G. W. Anderson. The agents were guests at a dinner given at the Columbia Club.

### HAD ONE DAY AGENCY MEET

**Fifty Agents of New England Mutual Life Gather in Hartford With Home Office Officials**

HARTFORD, April 1.—About fifty New England Mutual Life agents gathered for an all-day conference.

An inspirational talk by Dr. George E. Tucker struck the keynote of the morning session and this talk was followed by addresses by Allen Frohock of Norwalk, E. Everett Harkness of Hartford, and L. M. Crandall of Norwich. A special luncheon program was arranged by General Agent George L. Hunt and at its conclusion a twenty-



five service medal was presented to District Agent Fred D. Hastings.

A bronze medal was presented to Peter Croma of New Britain, who led the entire Connecticut agency in new paid-for business during 1925.

A \$300,000 production medal was presented to L. M. Crandall of Norwich. Mr. Crandall led the Connecticut force in 1924 and he stood second in 1925.

A gold mounted engraved pen and pencil set was presented to District Agent R. M. Buckmaster of Waterbury, in recognition of his phenomenal production record. With possibly one exception Robert M. Buckmaster holds the world's record for continuous production. Since 1914 he has averaged better than an "app-a-week."

The only other man who has a record better than Mr. Buckmaster is George Ryan, general agent of the Provident Mutual at Pittsburgh, who has just one week more of continuous production to his credit than Mr. Buckmaster.

During the afternoon program a short address was delivered by Clarence Horne, general agent of the company at Springfield, and a talk was also made by Robert Hunt, general agent for the New England at Providence, R. I.

Superintendent of Agencies Glover S. Hastings from the home office of the company at Boston brought the meeting to a close with an inspirational talk entitled "Shaking Hands With Success."

#### Peoria Life's Cleveland Meeting

The second state convention of the Ohio field forces of the Peoria Life was held at Cleveland. Agents from all parts of the state were in attendance.

President Emmet C. May gave a splendid inspirational address on "Preparing for a Bigger Job."

A feature of the meeting was the award of silver dollars and souvenir "pigs" in the recently completed "Bringing Home the Bacon" contest. Karl G. Gumm, state manager, acted as chairman.

#### Big Baltimore Group Policy

The United Railways of Baltimore has taken out group insurance on its 5,000 employees for \$5,000,000 with the Connecticut General through Smith & Warrington, Baltimore agents. This policy is the largest one in the group insurance field ever written in Maryland.

The plan is a cooperative one, the employee paying part of the premium and the employer the remainder. The company, however, will pay the full premium until the employees have signified their intention to participate in the plan. The amount of insurance obtainable for each employee is \$1,000.

#### Takes Large Life Insurance Line

Over a year ago Robert E. Lee Ruffner of Charleston, W. Va., took out several hundred thousand dollars in life insurance. He continued to consider the subject and this year concluded to create a trust fund through life insurance. He commissioned his brokers, Wren & Co., to make application of the various large life insurance companies for a much larger amount. At the present time Mr. Ruffner has taken out a total of considerably over \$1,000,000 of life insurance.

The Ruffner family is well known in West Virginia, and the name has been connected in many ways with the growth and development of the business and social life of this section of the state. The idea of establishing and stabilizing his estate through life insurance has appealed to him for a long time, and this year he decided upon his program and gave instruction to his brokers. Quite a number of life insurance companies have taken full quotas.

#### Victory Life Enters Nebraska

The Victory Life of Topeka, of which W. J. Bryden, former actuary for the Kansas department, is secretary and general manager, has begun a career of expansion. It has applied for and been admitted to Nebraska, the first besides its home state.

### MISSISSIPPI VALLEY

#### WANT MORE HOME BUSINESS

Nebraska Companies Seek Means of Getting Larger Proportion of Premiums Written in State

OMAHA, NEB., April 1.—Commission John R. Dumont has been asked by the industrial committee of the Omaha Chamber of Commerce to discuss means of strengthening Nebraska insurance companies. Insurance companies which have their home offices in Nebraska, feeling that they are strictly home institutions, believe that they should have a greater proportion of the business written in the state than they are getting, and they believe a way should be found to sell the public of Nebraska on the idea of patronizing their home companies to a greater extent.

Mr. Dumont believes that much could be done by a cooperative advertising campaign, or collective advertising, as it is called wherein all the home insurance companies would share the cost. This would be in the nature of a cam-

### Nation Needs More Life Insurance Agents

To serve this nation adequately there is need of a still larger army of capable, conscientious, industrious men and women, to supply the wondrous saving and protective service of life insurance to businesses, and homes, and individuals.

A connection with this Company is especially attractive because of the quality of service alike to Agents and policyholders, because of the up-to-dateness of policy contracts, because of its Agency publications and advertising literature, and because the spirit of comradeship between Home Office and Field is very real. We have room for men and women who are content with nothing less than the best in equipment, service, and ideals.

**The Penn Mutual Life Insurance Company**  
Philadelphia, Pa.

Organized 1867

"Easy to read, easy to digest, easy to remember, easy to put at work making dollars for me"—thus writes a buyer of "Easy Lessons in Life Insurance," a text and review book with quiz supplement. \$1.50. The National Underwriter Company, 1302 Insurance Exchange, Chicago.

## Our Agents Have

A Wider Field—  
An Increased Opportunity  
Because We Have

Age Limits from 0 to 60.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i.e. Annual, Semi-annual or Quarterly Premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

We have openings in Ala., Ariz., Ark., Dela., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va., Wyo.

**THE OLD COLONY LIFE INSURANCE COMPANY**  
of CHICAGO, ILL.

B. R. NUESKE, President

The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of Chicago's Financial district.



## Why It Pays to Tie Up With The Ohio National

**T**HE extra or top dollars the agent earns through delivery of policies on practically 100% of applications is one of the reasons why it pays to tie up with the Ohio National Life.

This is our 1925 record:

Policies issued as applied for, more than 93%.

Policies issued on modified basis, 5%.

Actual rejections, less than 1 3/4%.

Many of the 1 3/4% rejections can now be written on the Company's Personal Life Income policy for rejected risks.

Actual to expected mortality, 39%.

—O—

**General Agent Wanted for Cincinnati**

Other good openings. For information address:

## The Ohio National Life Insurance Company

CINCINNATI, OHIO

T. W. Appleby  
President

E. E. Kirkpatrick  
Sup't of Agents



## COMPLETE COVERAGE FROM A SINGLE SOURCE

Life Health Accident  
Life Policies—Disability Policies—Accident Policies

Sub-Standard Standard Super-Standard

One Company  
40 Popular Life Forms

One Correspondent  
7 H & A and Auto Injury Forms

One Contract  
Group Protection

WE WANT REPRESENTATIVES in Ohio, Indiana, Kentucky, Michigan, Pennsylvania, West Virginia, Texas, Oklahoma, California.

TELL IT ALL in your first letter—your confidence will be duly respected pending your decision to accept or reject.

**THE OHIO STATE LIFE INSURANCE COMPANY**  
COLUMBUS, OHIO

If  
Territory does make a difference

If  
Close cooperation is necessary

If  
A friendly interest is needed

If  
You are a producer

If  
You believe in yourself

If  
You want a REAL job

Write or wire

S. M. CROSS, President

**COLUMBIA LIFE**  
INSURANCE COMPANY  
Cincinnati, Ohio

paign that would show to Nebraska people how much Nebraska money goes east every year to pay insurance premiums, and point out what it would mean to the prosperity of Nebraska if that money were kept within the state paying the same premiums, but into the coffers of companies that spend their money and make investments here.

### Minnesota Mutual Fargo Meeting

Plans for 1926 were discussed at a meeting of agents of the Minnesota Mutual Life held at Fargo, N. D., and attended by about 20 agents. The men work under the supervision of the Simpson agency, Fargo. Addresses were made by O. J. Lacy, vice-president, and H. J. Cummings, assistant agency manager, both of St. Paul, and W. W. Fuller, general agent for the Northwestern Mutual Life at Fargo.

### Banker Killed, Heavily Insured

W. B. Lutz, prominent Des Moines banker, killed recently while attempting to cross the track of the Rock Island Railroad in his automobile, carried life insurance of \$250,000. His largest policy for \$165,000 was in the Equitable of Iowa. Of this amount \$50,000 had been taken out only a few months before his death. The remaining policies were in a number of different companies.

### Central Life's Iowa Meeting

With 125 in attendance, members of the Iowa agency force of the Central Life of Iowa held their annual two-day convention in Des Moines last week, under the supervision of Agency Manager G. M. Buck, and reported that the Iowa production is substantially ahead of that for the same period last year. President O. C. Miller, Secretary T. C. Denny and other company officials were speakers. Ray C. Yenter, new Iowa commissioner, made a brief talk at the first day's session. E. L. Gifford of Dubuque was awarded the loving cup for production.

### Des Moines Sales School Opens

The nine weeks' sales school, sponsored by the Des Moines Association of Life Underwriters, under the direction of Dr. Charles J. Rockwell, head of the University of Pittsburgh school of insurance, opened Thursday. About 60 have enrolled for the course. The faculty includes Dr. Charles J. Rockwell, E. J. Montague, Russell S. King, C. C. Whitehill and Stewart D. Marquis.

### General Agents Club

At Kansas City 37 out of the 54 general agents and managers are already members of the General Agents Club, recently formed and the others will likely come in at an early date.

### Crawford Agency on Its Toes

The William F. Crawford general agency of the Equitable Life of Iowa in Chicago is running along in great shape and constantly increasing its business. Mr. Crawford's agency during "Presi-

dent Nollen Month" not only went beyond its quota but made a handsome increase in new business. Mr. Crawford has surrounded himself with a fine lot of men.

### Illinois Ruling on Loans

Illinois life companies cannot legally invest funds in trust deeds secured by leaseholds, according to an opinion of Attorney General Carlstrom, prepared at request of H. E. Fullenwider, general counsel for the Springfield Life, submitted through the state insurance department. The Springfield Life, according to Mr. Fullenwider, contemplated a loan of \$100,000 on property worth \$245,000, exclusive of the value of the leasehold. The lease is for 99 years, dated Feb. 1, 1916, and the proposed loan was not to exceed 10 years at 5 1/2 or 6 percent.

Insurance laws of the state provide that loans by Illinois companies must be made on unincumbered real estate, the opinion pointed out. The state supreme court has frequently held that a leasehold is a chattel and not a freehold and the opinion concludes that since this construction must be accepted in the case in point, the attorney general's office believes that the proposed loan would contravene the statute.

### Made Fine Showing

The city hall branch of the New York Life in Chicago, which was organized in January, 1925, with J. S. Fredrickson as manager, finished its first year with \$3,800,000 paid for business. This amount was a 27 percent increase over the production of the year before for the same group of men. Theodore Weiss was the leading producer with \$406,000 paid for.

### Peoria Life Nebraska Meeting

The Peoria Life agency force in Nebraska celebrated the annual "bring home the bacon" campaign with an agency convention in Lincoln, March 30. Meetings were held morning and afternoon, with a banquet in the evening. W. H. Logan, state agent, presided at all meetings. Emmet C. May, president; G. B. Pattison, secretary and actuary; Walter E. May, vice-president, and Dr. F. A. Causey, medical director, were in the party from the home office. Other speakers on the program were Charles J. Humphrey, York; A. B. Bennett, Kearny; J. L. Humphrey, Grand Island; Elmer Newbauer, Hildreth; John Linn, Kimball, and E. A. Peetzke, Hastings.

### Mielenz Gives Radio Address

Albert E. Mielenz, general agent in Wisconsin and upper Michigan for the Aetna Life, broadcast an address over radio station WSOE at the fourth annual Home Show in Milwaukee. Mr. Mielenz brought out the relation of mortgage insurance to the home, and explained the vital need and the obligation for coverage on mortgages by the head of the family. The Mielenz agency had a booth at the Home Show.

## IN THE SOUTH AND SOUTHWEST

### LIMIT ON SUICIDE CLAUSE

**South Carolina Commissioner Will Allow None to Be Used in That State Covering More Than Two Years**

COLUMBIA, S. C., April 1.—Life insurance companies applying for licenses in South Carolina have been notified by John J. McMahan, commissioner, that for the license year beginning April 1 he will approve no policies containing a "suicide clause" covering a period of more than two years from date of policy. All of the large companies now have one-year suicide clauses, the commissioner said in discussing his notice, with

a few rare exceptions in which companies still retain the two-year provision. On the other hand, he said, fraternal, "in a most unfraternal spirit" as he sees it, generally have the suicide clause without limitation and he thinks there should be a law to compel these companies to be more liberal, if they will not be so voluntarily.

In his notice, Mr. McMahan among other things says: "Suicide should defeat insurance only if the insured at the time of taking out the insurance had the fraudulent purpose of committing suicide. A clause making a policy void for suicide committed in one year from the date of the policy is reasonable as a practical safeguard against the suicide



purpose at the time of taking the insurance. A two-year suicide clause may be permissible, though I think it is objectionable. No such provision for a longer period should be permitted. Suicide is one of the hazards against which insurance should protect the family of the insured.

"Please write me assuring me that you will conform to this ruling and not offer in this state any policy with a suicide clause effective for more than one or two years."

#### Enters Two New States

The Royal Union Life of Des Moines has been admitted to Mississippi and Alabama, the Mississippi territory having been placed under the management of Dennis Murphree, lieutenant governor of that state. The Alabama territory will be divided and operated by two general agencies, which have not yet been appointed.

#### Creditors Can't Touch Policy

Federal Judge Anderson of Memphis again ruled last week that the cash surrender value of an insurance policy cannot be touched by the creditors.

His second ruling of this nature came

in the case of Morris Schlemson, in bankruptcy. The proceeds of the four policies, Judge Anderson ruled, must be turned over by the trustees to the bankrupt's wife. The proceeds total \$512.38.

In the first decision, Judge Anderson gave the same decision in the bankruptcy case of Walker Stansell. Notice was filed that this case would be appealed, but the trustee did not take an appeal.

#### Davis in Oklahoma City

Frank H. Davis, vice-president of the Equitable Life of New York, is to be principal speaker at a luncheon given by the Englesman & Goldstandt agency at Oklahoma City, Saturday. About 50 representatives of the agency from the city and the state are expected to attend the meeting.

#### Beadle Speaks at Tulsa

Russell B. Beadle, chief actuary of the American Life of Detroit, gave an address before the Tulsa Real Estate Board at its meeting March 26 on "Building an Estate," explaining how it may be best accomplished by the use of life insurance.

## PACIFIC COAST AND MOUNTAIN FIELD

### JONES SALT LAKE SPEAKER

President of National Association Addresses Utah Life Underwriters in That City

SALT LAKE CITY, UTAH, April 1.—"The public has a rather unfavorable view of life insurance men today, which we, of course, think is unreasonable, and so it is, and the only way to bring about a change is for every one of the profession to join an organization as medical men and members of many other professions do," said Frank L. Jones, who is president of the National Association of Life Underwriters, in a talk before Salt Lake City members of the Utah Life Underwriters Association.

Maj. Sam S. Parker of Salt Lake City, president of the Utah association, presided at the meeting. The attendance was good. In the course of his address President Jones made a fervent plea for some interest in association work. He contended that it was vital and should be regarded as a personal matter with every agent. He said there were now 180 local associations and hoped by the time the next national convention is held to have 200. He also touched on the recognition which the subject of life insurance is receiving today from college authorities. He said two of the great universities—Chicago and Pennsylvania—had decided to give a one-year course in life insurance from the standpoint of economics, allowing the student the usual credits. This was a victory for life insurance, Mr. Jones said, and also for their associations, as they had helped to bring about these courses.

George D. Alder, veteran Salt Lake City insurance man and former secretary of the National association, was president and also made a few remarks.

## WITH INDUSTRIAL MEN

### NEWS OF THE PRUDENTIAL

Some of the Activities of Men on the Firing Line—Promotions Are Announced

A new Prudential district will be formed in Hudson county, N. J., to be known as Jersey City No. 2. It will be made up by transferring a part of the present Jersey City district, which will be known as Jersey City No. 1, and the greater portion of the Greenville section

of Jersey City, now a part of the Bayonne, N. J., district.

Arthur F. Williams, an assistant superintendent in the present Jersey City district has been appointed to take charge of the new superintendency. His employment with the company began with an agency on July 29, 1905. In 1906 he became an assistant superintendent and from May 11, 1914, until Nov. 20, 1915, was a special assistant. Since November 22, 1915, he has been an assistant superintendent. All this service has been in Jersey City.

The current year will undoubtedly be

## UNIVERSAL LIFE INSURANCE COMPANY of MISSOURI THE FOUR SQUARE POLICY

Combines in one Contract

ORDINARY LIFE

### Perfected Protection

Monthly Income Disability

Double Indemnity

Special Accident

Benefits

LIMITED PAYMENT LIFE

ENDOWMENT FOR FACE

TWENTY YEAR PREMIUM ENDOWMENT

EDWARD G. ROLWING  
President

W. D. LUMPP  
Director of Agents

H. W. SHAFER  
Secretary

700 Times Building,

St. Louis, Mo.

## Seventy-Five Years Ago

the Massachusetts Mutual Life Insurance Company was organized by a group of men with unusual foresight. They conceived an organization that would create a personality of strength and friendliness, and conduct its affairs so as to win and hold the confidence of policyholders.

During all these years this institution has faithfully maintained the spirit of service inaugurated at its birth. Today it ranks with the best companies in the country and is known throughout the land as The Company of Satisfied Policyholders.

JOSEPH C. BEHAN, Superintendent of Agencies

## MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

OF SPRINGFIELD, MASSACHUSETTS  
INCORPORATED IN 1851

## CAN YOU QUALIFY

For a General Agency proposition in Missouri, Minnesota or South Dakota, with a Company which gives real service to its Agency force, and under direct Home Office connection.

Des Moines Life and Annuity Co.

"The Company of Co-operation"

DES MOINES - - - - IOWA

## GREAT REPUBLIC LIFE INSURANCE COMPANY

of LOS ANGELES, CALIFORNIA

Has an opening for *AGENCY SUPERVISOR* to cover the California field. The services of a man of high character and experience in this work are desired. Must have successful record in securing, training and developing life insurance salesmen.

Company also considering similar appointment in Middle West.

[Address applications to:

**W. H. SAVAGE, Vice-President**  
Great Republic Life Bldg., 756 S. Spring St.  
Los Angeles, California

### DISTINCTIVE PROGRESS

"In great things, steady, consistent growth to meet the needs of the times, never slow, never hasty—always forward to accomplishment."

#### The Mutual Life Insurance Company of New York America's Oldest Legal Reserve Life Insurance Company

The record and progress of The Mutual Life have been distinctive, and the notable changes and developments now marking its history in meeting the requirements of increasing demand and a quickening growth are evolved from almost a century of experience and success.

Policy contracts completely revised in 1925. New contracts attractive in appearance, phrased in every-day language "easy to read," easy to understand and to construe. They contain all the old provisions justified by experience and all the new warranted by science and by the knowledge of experience. Improved Disability and Double Indemnity Benefits—under new provisions.

Salary Deduction (allotment) Plan of insurance now written by the Company. Children's Insurance now written on standard forms, ages 10 to 15. An increased Dividend scale in 1925—the sixth consecutive increase. A majority of policy loans granted locally at Managing Agency Offices. The Company writes all standard forms of insurance. Same terms to men and women. Age limits, 10 to 70, inclusive.

A Company conservative for entire safety, but forward-looking and forward-moving in accord with the new spirit and new demand of the times.

Those who contemplate taking up field work are invited to apply to

**THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK**  
34 Nassau Street - - - New York City, New York

the most productive along group and wholesale lines since the company began the sale of these forms. The staff of Division E will be found doing its part in placing this class of business. Among them are two recent wholesale cases, one written by Agent John W. Linn of Titusville, Pa., who covered a local cutlery plant, and Superintendent John Est Jackson, who has been in charge of Pittsburgh No. 2 the last three months, closed a case on the employees of a mantle and tile company.

The following are the agents who have advanced to assistant superintendents: B. Frank Zimmerman, Bedford, Pa., Altoona No. 2 district; William F. Reagan, Carnegie, Pa., Pittsburgh No. 3 district; William L. Cheesbrough, Carnegie, Pa., Pittsburgh No. 3 district; H. Frank Snyder, Ridgway, Pa., Dubois district, and Howard W. Strang, former district cashier at Beaver Falls, who was appointed assistant superintendent in the same district.

Mechele Palumbo, assistant superintendent of the Buffalo No. 2 district, who formerly operated an assistant in the New York No. 13 district, will return to his former district in the same capacity.

Walter E. Stokes, agent in the Mt. Vernon, N. Y., district, since Dec. 19, 1921, has been made assistant superintendent in his present location.

Philip G. Rizzo, who until recently has been an agent in the Rochester, N. Y., No. 1 district, has been promoted to assistant superintendent in the same district.

Floyd D. Runyan is promoted to be an assistant superintendent in the Niagara Falls district. He commenced his services with the Prudential on May 16, 1921, in the Buffalo No. 3 district and became connected with the Niagara Falls district on Sept. 21, 1925.

Samuel A. Vara is promoted to be an assistant superintendent in the Buffalo No. 2 district. Mr. Vara began his services with the Prudential on June 2, 1924.

#### Public Savings Changes

Recent changes in the field by the Public Savings are:

Agent J. Farren, Anderson, Ind., is promoted to superintendent. Agent K. S. Shook, Detroit 5, is promoted to superintendent. Superintendent E. L. Amrine, Royal Oak, Mich., is promoted to

home office inspector. Agent N. McGuire, Royal Oak, Mich., is promoted to superintendent. Agent J. D. Hickey is promoted to superintendent at Dayton East. The Louisville district has been divided to make two districts to be known as Louisville West and Louisville East. Manager F. C. Sutton of Louisville will be in charge of Louisville West. Manager E. J. Fath of Piqua, O., has been transferred to take charge of Louisville East. Superintendent L. Rupp of Akron, O., is transferred to Louisville East. Agent W. W. Hohf is promoted to take charge of new superintendency in Detroit 5. Agent J. A. Roush is promoted to superintendent at Wyandotte, Mich. Agent H. E. Stork is promoted to superintendent at Goshen, Ind. Superintendent A. G. Alken of Milford, O., has been promoted to manager at Piqua, O. Superintendent H. Leonard of Norwood, O., has been transferred to Milford, O.

#### Western & Southern News

C. J. Richter, formerly home office inspector of Division F of the Western & Southern Life, has been appointed superintendent of the St. Louis-North district.

The opportunities which the insurance business holds for young men is exemplified in the promotion of A. J. Gallagher, formerly assistant superintendent at Pittsburgh-East, to superintendent at Oil City, Pa.

Division E, under Superintendent of Agencies J. N. Reinhard, will assemble in Chicago for a convention on April 2.

The company's leading district in low arrears is Chicago-Irving Park under Superintendent W. Peglow. The leading assistant superintendent is J. Tannehill of Peoria. The leading agent in low arrears is T. T. Williams, Athens.

Assistant A. W. Skelly, Pontiac, Ill., leads the assistances in industrial increase, and Agent G. Dyrulca, New Castle, Ind., tops the industrial agents.

C. J. Ritzer, formerly home office inspector of Division "F" of the Western & Southern, has been appointed superintendent of St. Louis, north. E. J. Gallagher, formerly assistant superintendent at Pittsburgh, east, becomes superintendent of the Western & Southern at Oil City, Pa.

#### Prudential Field Notes

A detached assistancy is established at Manitowoc, Wis. (Oshkosh, Wis., district), and placed in charge of Francis H. Planting. The territory will include Manitowoc and Two Rivers, Wis.

Agent Ernest C. Roehl of the Detroit No. 4 district is promoted to an assistancy in the same district. Agent William G. Heppert, Jr., is advanced to Assistant Superintendent in Milwaukee No. 2. He was an agent in the district.

Agent George R. Burns of Detroit No. 5 has won an assistancy. Agent Amos W. McCrie, Detroit 3 district, has been appointed as assistant superintendent in the same district.

Assistant Superintendent Frank L. Ihrie of Bethlehem, Pa., recently joined the ranks of the producers of large ordinary policies in Division K.

#### Made Chicago Superintendent

H. A. Mitchell has been appointed superintendent of the district No. 2 office of the American National of Texas in Chicago. This office is located at Madison and Kedzie avenues, Chicago. Before being transferred to Chicago, Mr. Mitchell was with the American National at Detroit for two years.

#### NEWS OF COMPANIES

**Domestic Life & Accident, Ky.**—Assets, \$210,998; capital, \$119,700; surplus, \$40,430; new business in 1925, \$2,930,184; insurance in force, \$4,901,100; gain in insurance in force, \$858,586; premium income, \$224,165; total income, \$251,327; paid policyholders and beneficiaries, \$73,642; total disbursements, \$214,821.

**Imperial Life, N. C.**—Assets, \$432,479; capital, \$100,000; surplus, \$265,000; new business in 1925, \$654,950; insurance in force, \$7,532,608; premium income, \$641,177; total income, \$658,072; paid policyholders and beneficiaries, \$190,338; total disbursements, \$588,874.

**R. A. Trubey**, manager for the Guardian Life at Fargo, N. D., and president of the Red River council of the Boy Scouts, delivered the commencement address at the graduation exercises for scout masters and leaders of Fargo and Moorhead, at Fargo, last week.

# 53.3%

of the new business issued by The Northwestern Mutual Life Insurance Company of Milwaukee, Wisconsin, in 1925 was upon applications of members previously insured in the Company.

The  
Policyholders'  
Company



Once a Policyholder—Always  
a Prospect.

**THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY**  
MILWAUKEE, WISCONSIN

W. D. Van Dyke, President



## IN THE ACCIDENT AND HEALTH FIELD

### CHANGES MADE IN CONTRACTS

#### Number of Companies Have Announcements Regarding Policies That Are Interesting to Field Men

The Fidelity & Casualty has made a number of changes in accident coverage of several policies, giving increased benefits without an increase in premium.

The Illinois Commercial Men's has added to its limitations barring liability for disability or death occurring as the result of voluntary or involuntary inhaling of gas or the use of intoxicating liquors or narcotics by the members. A provision is added that the association will not be liable where an autopsy on the body of the deceased is held by or on behalf of the beneficiary or those claiming under the policies without five days' previous notice to the association.

The supplementary agreement for use with Employers' Indemnity non-cancelable policy, covering hospital benefits during elimination period, which heretofore has been effective six months after date of agreement, has been changed so that it is effective at once for accidents. It is still effective six months after date of agreement for sickness.

The "Matchless Disability Policy" is a new form issued by the American Liability of Cincinnati. It pays monthly indemnity for total disability not exceeding five years. Double the principal sum is paid for loss of both eyes, both hands, hand and foot, eye and foot or eye and hand. Hospital indemnity or nurse's fees for a period of two months is given for both accident or sickness. It is possible under this policy to alternate during the two months between payment of hospital indemnity and services of a nurse in the home of the assured. For total confining disability, full monthly indemnity is paid for not exceeding six consecutive months and for a further period of like disability, one-half monthly indemnity will be paid for an additional six months. The regular policy carries seven days' elimination period.

The Aetna Life will no longer issue accident policies to women providing life indemnity for loss of time. For the present, policies containing this provision which have been issued for women will be renewed at the rates at which they were written. The Aetna Life has also announced that it will not write accident policies carrying the life indemnity provision on musicians, music teachers, vocalists, organists, orchestra leaders and others of this class. The experience of the company has been that in many cases the loss or disfigurement of a single finger means total disability so far as the occupation in which they are engaged is concerned.

The Iowa State Traveling Men's has revised its by-laws so that amendments to the by-laws may be made by two-thirds vote of the directors. Heretofore amendments could be made only by two-thirds vote of the members present at a meeting. A complete change has also been made in the limitations of the association's coverage. Instead of barring all liability for a number of specific occurrences, it has limited this liability to one-tenth and one-twentieth of the full coverage amounts.

The Maryland Casualty has discontinued writing its "Accumulative Life Indemnity Disability Policy." It recently issued a completely new policy and rate manual including elimination period riders and rates.

The Monarch Accident which heretofore has paid one-fourth principal sum

in lieu of all other indemnities for certain accidents such as blood poisoning or septicemia due to bodily injury has changed this provision in all of its policies so that full principal sum will be paid for losses from these causes. The company has also eliminated "venereal diseases" from its list of limitations.

The Travelers Equitable has made material changes in its women's policy. The new policy pays one-half indemnity rates for loss of time resulting from tuberculosis or insanity. Changes are also made in the limitations which somewhat broaden the coverage of the policy.

The Reliance Life beginning May 1 will increase all accident premium rates 10 percent and all sickness premium rates 15 percent. This increase in premium will apply to new business only, not to renewals.

The Pilot Life has issued a monthly premium accident and health policy, providing weekly indemnity for entire period of total disability and one-half

weekly indemnity for not exceeding 26 weeks for partial disability. The policy also includes principal sum, double benefits and hospital indemnity coverage. House confinement is not required for payment of full weekly indemnity under the illness provision.

### ACCIDENT PEOPLE ORGANIZED

New York City Representatives Get Together—James R. Garrett of the National Casualty, President

NEW YORK, March 31.—Representatives of practically every stock casualty company writing personal accident and health insurance in New York City, save a leading Hartford institution, at an informal luncheon last week, decided to form an organization for the general betterment of their business. The title of the new body, together with a series of by-laws for its government will be determined by a special committee of which R. O. Davidson, superintendent of the accident and health department of the Royal Indemnity, is chairman. This committee will likely submit its report within the next three weeks, following which general meetings of the association will be held monthly, officers chosen for the initial year are: President, James

R. Garrett, National Casualty; vice-president, Harry J. Miller, Metropolitan Casualty; secretary, Harry Helm, United States Fidelity & Guaranty.

### Mann Is District Manager

John S. Mann, Jr., has been appointed district manager of the industrial accident and health department of the Commercial Casualty with headquarters at 816 Illinois building, Indianapolis.

### Reports Big Increase

S. A. S. Jacobs of the Jacobs Insurance Agency of Detroit, general agents for the Old Line Life of Milwaukee, has moved from the Dime Bank building to 321 Transportation building. The agency reports a 300 percent increase in its life and health and accident business for the first three months of this year, as compared with the corresponding period of 1925.

### National L. & A. Promotion

I. R. Bell has been promoted to a superintendency in Chicago No. 2 by the National Life & Accident. He has been a staff leader in one of the Chicago districts and has made an excellent record there.

### New Motorist Policy

More and more the companies are putting out policies for motorists. The an-

# NOW OPEN FOR BUSINESS IN PENNSYLVANIA

General Agents  
Wanted in—

Pittsburgh  
Lancaster  
York  
Newcastle  
Sharon  
Butler



# The PROVIDENT

Life and Accident Insurance Company  
of Chattanooga, Tennessee

LIFE, ACCIDENT, HEALTH and GROUP INSURANCE

nouncement that the Continental Casualty has put in the double benefit clause for all kinds of automobile accidents in its "Motorist Complete Accident Contract" shows the tendency of the day. This contract costs \$30 a year, including the automobile double benefit clause. The face of the policy is \$7,500.

This is a \$25 a week policy for total disability and \$12.50 for partial limited to 52 weeks. For hospital confinement the payment is \$50 with a limit of 12 weeks. This policy not only includes those operating or driving an automobile but those struck down, run down or run over by an automobile.

## NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and April respectively. PRICE, \$3.50 and \$2.00 respectively.

## SUN LIFE OF CANADA 1926 DIVIDENDS

THE Sun Life of Canada has announced its 1926 dividend scale, which takes effect April 1. The new schedule shows an increase of about 10 percent over the old scale, and marks the sixth consecutive increase in refunds made by the Sun Life. The rate

of interest on funds left with the company has been increased from 5.4 percent to 5.5 percent. Following are the new dividends on ordinary life, 20 pay life, and 20 year endowment policies for the first 10 dividend years at 5-year age intervals:

ORDINARY LIFE											
Age at Issue	Prem.	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
20.....	\$19.00	\$4.30	\$5.04	\$5.18	\$5.34	\$5.50	\$5.66	\$5.84	\$6.01	\$6.19	\$6.38
25.....	21.25	4.62	5.42	5.61	5.79	5.99	6.18	6.39	6.60	6.82	7.04
30.....	24.20	5.08	5.97	6.19	6.42	6.65	6.89	7.14	7.39	7.65	7.91
35.....	27.90	5.59	6.60	6.87	7.14	7.42	7.71	8.00	8.30	8.61	8.92
40.....	32.65	6.24	7.38	7.70	8.03	8.37	8.71	9.05	9.40	9.76	10.13
45.....	38.90	7.10	8.43	8.81	9.20	9.60	10.00	10.41	10.82	11.23	11.65
50.....	47.05	8.19	9.72	10.17	10.63	11.10	11.56	12.04	12.51	12.99	13.46
55.....	57.95	9.61	11.41	11.95	12.48	13.02	13.56	14.10	14.64	15.18	15.72
60.....	72.65	11.50	13.64	14.26	14.88	15.50	16.12	16.72	17.33	17.92	18.51

20-PAY LIFE											
Age at Issue	Prem.	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
20.....	\$28.10	\$4.96	\$5.80	\$6.11	\$6.42	\$6.75	\$7.09	\$7.45	\$7.81	\$8.19	\$8.59
25.....	30.70	5.29	6.21	6.55	6.90	7.27	7.65	8.05	8.46	8.88	9.32
30.....	33.70	5.60	6.60	6.99	7.39	7.80	8.23	8.67	9.13	9.60	10.09
35.....	37.35	6.00	7.08	7.52	7.96	8.42	8.90	9.39	9.90	10.42	10.97
40.....	41.75	6.44	7.62	8.10	8.60	9.11	9.64	10.18	10.74	11.32	11.91
45.....	47.20	6.98	8.26	8.80	9.35	9.91	10.50	11.09	11.70	12.33	12.98
50.....	54.15	7.65	9.06	9.65	10.25	10.87	11.50	12.15	12.80	13.48	14.17
55.....	64.40	8.57	10.13	10.78	11.44	12.10	12.78	13.46	14.16	14.87	15.59
60.....	76.10	9.88	11.60	12.30	13.01	13.72	14.43	15.15	15.87	16.61	17.35

20-YEAR ENDOWMENT											
Age at Issue	Prem.	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
20.....	\$48.70	\$6.24	\$7.65	\$8.36	\$9.09	\$9.86	\$10.65	\$11.48	\$12.33	\$13.23	\$14.17
25.....	49.15	6.30	7.71	8.42	9.15	9.91	10.71	11.53	12.39	13.29	14.22
30.....	49.85	6.35	7.78	8.48	9.22	9.98	10.78	11.60	12.46	13.35	14.27
35.....	51.00	6.46	7.90	8.61	9.34	10.11	10.90	11.72	12.57	13.46	14.38
40.....	52.75	6.61	8.07	8.78	9.52	10.28	11.07	11.88	12.73	13.61	14.53
45.....	55.55	6.86	8.36	9.08	9.81	10.57	11.36	12.17	13.01	13.88	14.79
50.....	59.95	7.27	8.82	9.54	10.28	11.04	11.82	12.63	13.46	14.31	15.20
55.....	66.90	7.93	9.58	10.30	11.05	11.81	12.58	13.38	14.19	15.03	15.90
60.....	77.80	8.97	10.76	11.50	12.26	13.02	13.80	14.58	15.38	16.19	17.02

## GIVES RULES FOR BUSINESS

### Western States Life Issues Regulations for Writing Japanese Risks in U. S.

The Western States Life has issued the following rules to govern Japanese business in the United States and Hawaii:

All business will be limited to 10, 15 and 20 year endowments coupon savings policies maturing at age 60 or earlier and no exceptions will be made to this rule. The treatment of the various grades will be as follows:

(a) Professional men, bankers and big business men. Limit \$25,000. Disability (1 percent benefit only, without the 90-day presumption provision) and accident benefits, to be granted only to those born in the United States, or those a long time in this country and firmly established, for amounts not greater than \$10,000 provided the disability income is not greater than one-fourth of applicant's earned income.

(b) Those engaged in commercial pursuits in a moderate or small way, rooming-house keepers, clerical workers and farmers, including foremen, with earned income of at least \$1,800 per year. Limit \$5,000. Disability and combination accident and extended insurance to be excluded.

(c) Employees in groceries, restaurants, etc., cooks, mechanics and others of that grade. Limit \$2,000, with seven years advance in age. No disability, accident or extended insurance.

Japanese males under 21 years of age will not be considered unless they are American born or unless they have received the major part of their education

in this country. No cases to be accepted under age 15.

Japanese women will not be considered unless of the best class (similar to group "A" of the men), and then limited to \$5,000 with an advance in age of five years without disability, accident benefits or extended insurance. No Japanese women to be insured unless they have been at least three years in this country and are wives of the group "A" men holding insurance in this company in an equal or greater amount than the woman has applied for. No unmarried Japanese woman will be eligible for insurance.

### Reserve Loan Life

The Reserve Loan Life of Indianapolis announces that it will consider applications on lives of children between ages 8 and 15½. These policies will be issued on the regular forms of the company at the rates charged for age 16. The company will also issue policies from cradle age up after May 15, it is announced. Below age 8 insurance will be issued on only three forms, endowment at 85, 20-year endowment and 20-payment life. The company also announces a 5-year term policy automatically convertible into a 20-payment life at expiry.

### Pacific Mutual Life

Announcement is made by the Pacific Mutual Life that beginning July 1, the interest rate will be raised from 4.75 to 4.9 on money left on deposit with the company. This money also participates in excess interest earnings. However, this ruling does not apply to past accumulations.

### Atlas Life

The Atlas Life of Tulsa, Okla., is issuing a new child's endowment policy which can be purchased at ages 2 to age 9. This will pay a child \$1,000 when he

is 18 years of age at a premium cost which will work out approximately \$360 paid in to receive \$1,000 in cash.

In addition to these benefits, if a child dies at age two the return is \$200; at age three, \$300; at age four, \$400; at age five, \$500; at age six, \$600; at age seven, \$700; at age eight, \$800; at age nine, \$900; and any time after the ninth year, \$1,000 until he reaches his 18th anniversary, when he receives the cash.

In addition to this, if the father dies the policy is automatically paid up and

the child gets the \$1,000 when he reaches 18 years of age. If the father becomes totally disabled, the premiums are waived during such period of disability.

### Atlantic Life

The Atlantic Life has announced its decision to write ordinary insurance of all forms on a monthly premium basis, with a minimum monthly premium of \$10. No salary deduction insurance will be written for a time at least.

## NEWS OF LOCAL ASSOCIATIONS

### PLANS FOR SALES CONGRESS

More Speakers Have Been Secured for the Big Conference in Chicago, April 16

In addition to the speakers already given for the big one day sales congress to be held in Chicago on April 16, under the auspices of the Chicago Life Underwriters Association, three other well known men will be on the program. The three additional speakers are Vice-President James Elton Bragg of the Manhattan Life, well known to all life insurance men because of his participation as an instructor in the school in Chicago last summer; Henry Horner, judge of the probate court of Cook county, who will discuss his observation of the need of life insurance, and S. J. Rosenblatt, general agent of the State Life of Indiana. The other speakers who were announced last week are John A. Stevenson, second vice-president of the Equitable Life of New York; Harry J. Miller, second vice-president of the Metropolitan, and John A. Reynolds, assistant vice-president of the Union Trust Company of Detroit. Thus the Chicago association presents one of the finest lists of speakers that has ever appeared before Chicago life insurance men. Clinton F. Criswell, managing director of the association, is staging the sales congress.

There will undoubtedly be a very large attendance inasmuch as seven of the associations in cities near Chicago are planning on sending a number of men to the congress.

**Philadelphia.**—Boston, New York and Philadelphia have been drawn upon for speakers for the next meeting of the Philadelphia association April 8. As it will be the last meeting held under the direction of President Frederick G. Pierce the ball room with a capacity of over 900 has been engaged as it bids fair to be the largest meeting in the history of the association. Hugh D. Hart of New York City heads the speaking program and associated with him is the inimitable "Charley" Gilman of Boston. "Where There's a Will" will be presented by the Penn Players, composed of members of the home office staff of the Penn Mutual.

**Norfolk, Va.**—The Norfolk association took a determined stand against part-timers at its March meeting. Following a rather animated discussion, in which it was generally agreed that drastic steps were needed to correct the part-time evil in the city, a resolution was adopted calling on all general agents and managers to discontinue the services of any one who is not giving full time to the selling of insurance. A list of all agents in Norfolk who have certificates of registration will be procured and this be checked over in an effort to determine just how many agents are part timers. If general agents and managers fail to discontinue with their services, the resolution provides that employers of such persons be notified with the request that they take whatever action they may deem necessary to remedy the situation.

**Des Moines.**—The Des Moines association will hold its regular monthly meeting Saturday noon. Dr. Chas. J. Rockwell, noted life insurance instructor, will be the principal speaker. Dr. Rockwell is coming here direct from Houston, Tex., where he has been conducting a school of instruction. He will conduct a nine weeks' school of instruction here in April and May, 60 prospective students having already enrolled for the course.

### TENNESSEE MEETING IS SET

Life Underwriters of State Will Gather in Memphis April 29 for Their Annual Conference

MEMPHIS, TENN., April 1.—The annual conference of the Tennessee State Life Insurance Underwriters' Association, to be held at the Hotel Peabody April 29, is expected to draw 500 agents from Tennessee, Arkansas and Mississippi.

The Memphis association, of which T. B. Hooker is president, will act as hosts to the state association. The program committee making arrangements for the meeting includes R. G. Allen, chairman, Seth Ryan and R. L. Moore.

The purpose of the state association is to promote cooperation between agents and companies of the state and to insure a high standard of ethics in the business. It is also a purpose of the association to present to the public a more concrete idea of what the life insurance business and the agents represent.

R. Henry Lake is president of the state association; Robert M. Gamble, vice-president, and Edward J. McCormack, secretary-treasurer.

**Tulsa, Okla.**—The Tulsa association, with Thomas Scott of the Mutual Benefit as chairman, is taking steps to encourage holders of government insurance policies to convert and reinstate their policies before the date of expiration, July 1. The American Legion is co-operating in this educational campaign having sent representatives to a special meeting held March 25, and to the regular luncheon March 27.

**Richmond, Va.**—William A. Searle, assistant to the president of the National association, delivered the principal address before the Richmond association at its March meeting, outlining activities of the national body and stressing the benefits to be derived from affiliation with it. He was warmly and cordially received. It was his second visit to Richmond. He first addressed the association last spring and was instrumental in inducing it to raise its dues substantially so that more funds might be available for institutional advertising and similar purposes calculated to further the cause of life insurance in general.

**Carter County, Okla.**—A banquet will be given by the Carter County association at Ardmore, April 9. A special drive is being made by the Ardmore association to educate Ardmore citizens to place their insurance through local agencies instead of writing to state headquarters for such service. The association is one of the most active in the state.

Among the speakers on the program are C. C. Day, former president of the Oklahoma association; George Lackey, vice-president of the National Association, and A. J. Wood, general agent for the Aetna Life. Officers recently elected by the Ardmore association include O. C. Lasher of the Union Central, president; Arthur C. Woods, New York Life, vice-president, and Arthur Kyle, Aetna Life, secretary-treasurer.

**Kern County, Cal.**—At the March meeting of the Kern county association, held at Bakersfield, plans were completed, in cooperation with the various boards of education of Kern county, for a \$100 educational essay contest on "The Advantages of Life Insurance." There are two first prizes of \$25 each, one to high school and the other to grammar school students, and four other prizes in each class, of \$10, \$7.50, \$5 and \$2.50, respectively. President I. E. Porter presided at the



meeting and brief talks relative to the contest were made by Mr. Calvert of the Great Western Life and Mr. Campion of the Metropolitan.

**Los Angeles**—The Los Angeles association held its regular meeting Thursday evening. The principal speaker scheduled was Frederick R. Feitshans, newly elected president of the Board of Trust Commissioners of Los Angeles, on "The New Department of Trust of the City of Los Angeles," dealing with the opening of a new channel of life insurance service. The program also included an address by Charles H. Langmuir, superintendent of agencies of the New York Life, who is a former president of the Los Angeles association and was for several years agency director of his company in this city.

**North Texas**—Keeping the good will of the public was the theme of an address delivered by E. P. Greenwood, president of the Great Southern Life, at a banquet of the North Texas association at Dallas March 26, with about 150 in attendance. The banquet was given by the Great Southern Life. Don L. Sterling of the Great Southern Life was chairman.

Mr. Greenwood declared it was not best to obtain business from another company through making a policyholder dissatisfied with his policy. He urged clean business methods and pointed out that shady tactics reflected on the whole life insurance business.

The art of salesmanship was discussed by Henry T. Hinsch, while A. J. Langford gave a demonstration of magic.

## YEAR'S LIFE BUSINESS IS REVIEWED BY BEHA

(CONTINUED FROM PAGE 1)

than \$3,000,000,000 to over \$9,000,000,000 at the beginning of 1925; the increase of insurance in force in New York State from something over \$2,000,000,000 to over \$10,500,000,000; the increase of total amount of insurance in force from less than \$13,000,000,000 to over \$51,500,000,000. These amounts include both ordinary and industrial business, but do not include the business of fraternal societies and assessments associations which, at the beginning of 1925, showed nearly \$7,000,000,000 in force.

### Suggests Organization Change

Superintendent Beha again calls attention to the larger life companies in New York which are now completely mutualized, and which can no longer be regarded as private institutions. He points out that under the present system with such a large number of policyholders widely distributed over the country, it is impossible for the policyholders to have any real voice in the management of the companies. He urges that the policyholders be represented in the companies' boards of directors and some of the important committees by a representative designated by the state. As to the manner of election, whether through the executive or judicial branch of the state government, or whether the representative is of the insurance department, it is immaterial, but the superintendent is concerned in seeing a representative of the policyholders look after policyholders' interest and to have some say in the formation of administrative policies of domestic mutual life insurance companies.

### Discusses Expense Margin

Under the topic of limitation of expenses provided by section 97 of the insurance law, Mr. Beha discusses the question whether the margins allowed should not be changed to harmonize with present conditions of mortality. The margins allowed in some classes at present makes it expedient to push some forms of term insurance to make up for the lack of margin in the other forms. An amendment to section 97 would obviate this difficulty and give each class of policies sufficient margins for those who produce the business and it could be required that each plan of insurance keep within its own margins and not be written at the expense of some other plan of insurance.

The growth of retirement systems and pension funds has become so important

and is of such vital public interest that the insurance department has prepared a bill to permit their organization on a sound basis. This bill if enacted into law will apply only to systems or funds thereafter organized under its provisions. The report discusses existing systems and funds, as also the pension benefits provided for employees by some life insurance companies.

Fraternal benefit orders and societies are shown by their valuation reports under the fraternal law to be attaining in increasing numbers to the standard of solvency fixed in the law.

## DUFFIN CONTINUES AS HEAD OF THE COMPANY

(CONTINUED FROM PAGE 1)

M. Barker, Carrollton; Clarke B. Patterson, Mt. Sterling; E. H. Hilliard, Louisville; Attilla Cox, Louisville; Hugh B. Fleece, Louisville. With the exception of Nordeman, Stanfield and Huhn all of these men were elected in January. Mr. Nordeman has been treasurer. He was reported to have objected bitterly to withdrawing from the board. However, it is understood that Rogers Caldwell had stipulated in his buying agreement that 13 directors resign, and that but two officers, W. W. Moore, vice-president, and James R. Duffin, president, be allowed to remain on the board.

### New Directors Chosen

The meeting today was reported to have been marked with perfect harmony. The new directors elected were:

Austin Kinnaird, of Booker & Kinnaird, Louisville, largest local fire agents in the state; Col. Luke Lea, Nashville, publisher Nashville "Tennessean," and former United States Senator from Tennessee; John M. Branham, Chicago, John M. Branham Co., advertising agents; Hillsman Taylor, St. Louis, vice-president Missouri State Life; Rogers Caldwell, Nashville, president Caldwell & Co.; J. R. Burkholder, Louisville, manager of local office of Caldwell & Co.; J. D. Vanhooser, vice-president Security Trust Co., Lexington, Ky.; J. D. Carter, Nashville, vice-president Caldwell & Co.; Meredith Caldwell, Nashville, vice-president, Fourth & First National Co.; S. L. Woolridge, Versailles, Ky., vice-president, Woodford Bank & Trust Co.; J. C. Bradford, Nashville, Davis-Bradford Co.; Robert Rodes, Bowling Green, Ky., vice-president Citizens National Bank; E. J. Heitzberg, Nashville, vice-president, Caldwell & Co.; Charles M. McCabe, Nashville, president Cotton States Life.

Insurance Commissioner S. M. Saufley was present at the meeting and appeared much pleased with the progress that is being made in leading the company out of its difficulties.

### Caldwell Is Commended

Short talks were heard from Hillsman Taylor, St. Louis, and Col. Luke Lea of Nashville regarding confidence of Mr. Caldwell's ability to guide the company. Col. Lea in particular eulogized Mr. Caldwell, saying:

"For years he has been one of Nashville's biggest assets. With the purchase of the Inter-Southern Life he becomes one of the south's biggest assets. He is still a young man and if he continues in the strides which he has made in recent years, he is destined to become one of the nation's biggest assets."

Commissions Saufley said: "The Inter-Southern Life seems destined to the greatest success in its history."

### Old Directors Who Remain

The old directors who remain on the board are James R. Duffin, W. W. Moore, J. A. Donaldson, Dinwiddie Lampton, G. C. Summers, D. C. Stinson, Earl S. Gwin, Edward F. Peter, William E. Massey and M. M. Parrish, most of whom have been on the board for years.

The new executive committee is composed of Messrs. Duffin, chairman; Peter, Bradford, Meredith Caldwell, Carter and Kinnaird.

The new finance committee is com-



## In Four Years The National Savings Life Insurance Company

—made an average annual gain in their paid for business of over 110%.  
—increased their assets nearly 200%.  
—increased their net reserve over 300%.

### Progress Made

1922	\$1,134,000.00
1923	\$1,908,731.00
1924	\$4,941,752.00
1925	\$10,153,092.00

Operating in Kansas, Illinois, Missouri, Arkansas and Texas. The "National Savings Life" is one of the young progressive Western Companies which offers the producing agent unusual opportunities.

For full particulars, get in touch with our nearest branch office—  
or write direct to the Home Office



The  
**NATIONAL SAVINGS  
LIFE  
INSURANCE COMPANY**

National Savings Bldg. Douglas at Emporia

HOME OFFICE—WICHITA

Little Rock, Arkansas  
St. Louis, Missouri

St. Joseph, Missouri  
Dallas, Texas

## ÆTNA Life Insurance Sales Training Course

Men contemplating entering life insurance work are invited to make application. Our Spring School opens April 15th. Classes will be held in evenings.

Applicants should be between 25 and 45, of fair education and clean record.

Those who complete our intensely practical course will be offered contracts and assistance until success is actually achieved.

A nominal charge for text books will be made.

**S. T. Whatley**  
General Agent

**Ætna Life Insurance Company**

Suite 2043 230 S. Clark St.  
CHICAGO ILLINOIS

## IN MICHIGAN

First—Banking  
Second—Automobiles  
Third—Insurance

That is the standing of the three foremost commercial enterprises operating for the business and industrial advancement of Michigan. The position of the insurance business in Michigan's commercial activity may not be generally recognized.

Michigan has many high class, progressive, substantial and sound-principled corporations.

Included in this number is the Detroit Life Insurance Company, whose Home Office (on the corner of Park and Columbia), is the headquarters for the most loyal and energetic life insurance agency organization to be found anywhere in the State.

Any general agency desiring good life insurance affiliations which will assure prompt service from the Home Office, and reasonable contracts, or any high class part time man not now satisfactorily associated, is invited to write to President M. E. O'Brien, or his assistant, Homer Guck, 2210 Park Avenue, for further information.

**Detroit Life Insurance Company**  
Detroit, Michigan

*If You Have Knocked the "T" Out of "Can't"*

WE CAN  
GIVE

1. You a liberal first year commission.
2. An unexcelled renewal commission.
3. Your beneficiary a renewal pension.

**THE LA FAYETTE LIFE**  
LA FAYETTE, INDIANA

# GEORGIA

NOW OPEN

District Managers wanted in Augusta, Macon, Savannah, Voldosta and Columbus.

Also agents in smaller towns wanted by

**ROCKFORD LIFE INSURANCE COMPANY**

Write to

Francis L. Brown, Secretary, Rockford, Illinois

or to

R. E. BEYSIEGEL, DISTRICT MANAGER,  
532 HURT BUILDING, ATLANTA, GEORGIA



**STATE MUTUAL LIFE ASSURANCE COMPANY**  
OF WORCESTER, MASSACHUSETTS  
INCORPORATED 1844

The Company has recently introduced an exceptionally complete and practical

**EDUCATIONAL COURSE**

for the use of its Agents and those who contemplate entering the life insurance business.

D. W. CARTER, Secretary

STEPHEN IRELAND, Superintendent of Agencies

B. H. WRIGHT, President

posed of Messrs. Duffin, chairman; Bradford, Meredith Caldwell, Carter and Kinnaird. Mr. Nordeman was appointed secretary of both committees. Mr. Moore and Elwood Hamilton and Ernest Woodward, general counsel, were appointed committee members, ex-officio, without vote.

The next regular meeting of directors is scheduled for April 21.

Resignation of a number of the directors ended the stockholders' protective committee or pool. These members were Bradshaw, Coke, Miles, Barker and Patterson.

James R. Duffin continues as president and W. W. Moore first vice-president.

## NEW ENGLAND SALES CONGRESS IS STAGED

(CONTINUED FROM PAGE 3)

ty assets. This can be done through life insurance, the only known medium through which that scientific treatment can be applied.

Charles G. Keen, president of the common council of Boston, delivered a short address of welcome to the delegates at the opening of the morning session, appearing on behalf of Mayor Malcolm E. Nichols. David E. Sprague, chairman of the executive committee, led the singing which warmed up the convention and President Edward I. Brown of the Boston association handled the day's program. A sales talk contest for representatives of weekly premium companies on "The Best Approach I Ever Made," was staged in the morning under direction of David E. Sprague with Paul T. Allen of the Prudential, William J. Halleran of the John Hancock and Fred Hawkins of the Boston Mutual Life, participating. Charles P. Gilman, Louis E. P. Smith and Gen. James G. White, as the judges, awarded the \$10 prize to Mr. Allen.

Some 500 sat down to a general

luncheon at the Boston City Club auditorium at noon. President Brown had beside him Commissioner Monk and Deputies Arthur E. Linnell and William O. Richardson and Savings Bank Life Insurance Commissioner George L. Barnes, as well as others. The sales congress being participated in by Maine, New Hampshire, Rhode Island, Vermont, New Bedford, Springfield, Lowell, Worcester and Hartford associations, presidents of these organizations were introduced, including Albert C. Laird of Vermont, R. W. Mitchell of New Hampshire, George F. Crum of Rhode Island, L. A. Woodbury of Lowell, George A. Gabriel of Worcester, Edward S. Doten of Connecticut, M. E. Keyser of Springfield. Commissioner Monk was the speaker at the luncheon and he talked to the life men of the problems of his department in a delightful informal manner.

### Insurance Playlet Given

The afternoon program started off with the presentation of the insurance playlet, "Thy Will Be Done." It was exceedingly well given, those taking the parts being Paul Goddard, Robert Blakeslee, Mrs. Helen McDaniel, Miss Harriet Lunt, George Clark, Edgar H. Delamater and Emmet Pishon. Lloyd K. Allen was in charge of the stage.

Another sales talk contest was held in the afternoon, this for all New England agents with five minutes allowed to give the best sales argument. The contestants were Eugene M. Warren of New Bedford; Lawrence J. Doolin of Manchester, N. H.; Ira L. Gregory of Providence, R. I.; Sidney Marion of Springfield, Mass.; Luke A. Woodbridge of Lowell. The judges, Franklin W. Ganse, Alex S. Browne and Lloyd K. Allen, awarded the prize of \$10 to Mr. Marion.

### Get Invitation to Philadelphia

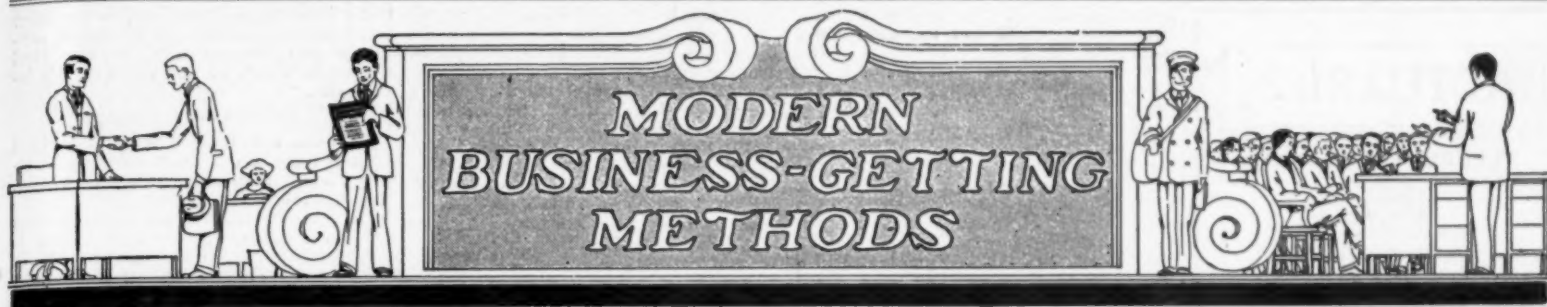
A surprise feature of the congress came immediately after reconvening following the luncheon. There was a loud pounding at the door and President Brown called for an explanation. There appeared through the opened door a colonial figure in costume who announced that he was Benjamin Franklin, formerly of Boston, now of Philadelphia, who came bearing a letter from William Penn to John Adams and others of Boston and craving an audience. "Mr. Franklin" was invited to the platform and depositing his staff on the rostrum, proceeded to unroll a manuscript and read his letter. It was an invitation and urge to attend the National Association convention at Atlantic City in September and in addition to accept the hospitality of the city of Philadelphia and enjoy the exercises of the sesqui-centennial. The part of Ben Franklin was taken by Bernard Z. Nelson, one of the Boston life underwriters. David E. Sprague then proceeded to give some details of the plans for the attendance of Boston underwriters and said some 100 were expected to go to the convention.

### Introduce Executive Secretary

Vice-President William B. Phelps took a few minutes to explain the establishment of permanent headquarters by the Boston association at 185 Devonshire street and introduced W. E. Collins, Jr., the new executive secretary, and his assistant, Miss Leigh. He stated that the Boston association was to provide non-resident membership, for \$6 annually, to allow those life men outside Boston to avail themselves of the privileges and uses of the permanent secretary's office in Boston. This would include, also, subscription to the association paper, "The Anchor."

Franklin W. Ganse, of the executive committee of the National association, told of the work being done to elect President Walton L. Crocker of the John Hancock Mutual Life, as director of the United States Chamber of Commerce, to represent the life insurance interests.





## Gives Suggestions on Selling Business Thoroughly and Keeping It in Force to Increase the Underwriter's Profits

By JOSEPH DEVNEY, CLEVELAND

TO list all the characteristics of an ideal life underwriter would make a long story, and after it was written possibly no two persons would agree with it in all particulars. There are, however, some fundamentals upon which nearly all will agree and I am going to discuss a couple of them in this article. One involves the collection of premiums, the other the building up of a permanent and ever-widening clientele.

### Collecting With the Application Guarantees Policy Delivery

One of the big wastes in life insurance is "not taken" policies. This will never be entirely eliminated (unless all companies go onto a strictly cash basis) but it can be minimized by salesmen making it a practice to sell on a cash basis. They can do it. It is being done by thousands of underwriters today. It is the proper way to sell life insurance. The common practice of men who distribute sewing machines, washing machines, vacuum cleaners and the like is to induce housewives to permit machines to be installed in their homes on trial in the hope that they will sell themselves. That isn't salesmanship; it's peddling.

### Should Take Pride in Really Making Sales

Life underwriters are the real salesmen of the country. They should take pride in really making sales rather than to have policies issued for anyone who is willing to take an examination in the hope that when he sees the actual document he will keep it. Voluminous experience proves that a large percentage of policies, which are not actually sold before they are issued, are returned.

In the aggregate, this means a large waste to the company and it is bad for the salesman. It wastes his time and it is disconcerting. There are always two acts which a salesman dislikes to perform: one is to have to tell an applicant that he has been rejected; the other is to have to return a policy as "not taken." The former is not the fault of the salesman and he cannot always avoid it but the latter usually is the fault of the salesman and he is in a position to reduce it to a minimum.

### Can Overcome Reluctance to Make Cash Payment

There are two main reasons why many applications are put through on a C. O. D. basis. One is that the applicants are not fully sold and therefore refuse to settle in advance for something which they have not decided to buy, the other is that the salesman does not use sufficient persuasion to induce settlement with the application. Many of the former cases can be eliminated by a little longer, stronger talk; many of the latter cases can be eliminated by a little more insistence upon this point and clever manipulation when the application is made out. Even if the applicant fully intends to pay when the policy comes it is better to get some sort of a settlement in advance; it pro-

fects him and prevents him from "backing out" in case he changes his mind.

### Determine to Have Fewer "Not Taken" Policies

A practical application of this idea can be made by ascertaining what percentage of the policies you have had issued in the past six months or year you have had to return as "not taken," then determining to cut down that percentage in the future. By proper effort you will be able to reduce it and may in time be able to eliminate it altogether. In addition to other advantages, you will find a great satisfaction in so doing.

Another wholesome aim which every underwriter should have is to keep his business on the books as nearly 100 percent as it is possible to do so. This is a feature of his work in which he should take the greatest pride. When business goes off the books it is bad for all parties concerned, the policyholder, the salesman and the company.

### Suggested Rules to Aid in Conservation

Here are a few rules which will aid conservation:

- (1) Sell business thoroughly; make policyholders appreciate what a wonderful piece of property life insurance is;
- (2) Explain each policy carefully upon delivery so the insured will understand just what he has bought;
- (3) Sell policies for specific purposes;
- (4) Warn policyholders against twisters;
- (5) Attach a note to each policy requesting that you be consulted if any one ever questions it in any particular;
- (6) If there is some doubt about the policyholder's habit of thrift, suggest that he open a life insurance savings account;
- (7) Don't sell clients more than they can carry;
- (8) Send literature to them and make service calls upon them every few months at least during the first and second years. The largest percentage of lapses occur the second year. Keep the business sold the first two years and the chances are it will remain permanently.
- (9) When a policyholder indicates that he intends to lapse, do your best to prevent it. Remember that a lapse will not merely mean the loss of the renewal for the current year, but for all the remaining years the renewals have to run. If you can keep him in line this one time, he may persist in the future without further persuasion.

### Satisfied Policyholders Are Sources of New Business

Another important reason for keeping every policyholder paying is that they offer valuable sources from which and through which to secure new business. The prosperity of the average life insurance man keeps increasing until his sixties because he has an opportunity to extend his clientele constantly. By continuously securing new clients

and retaining old ones his clientele is ever growing larger. To the extent that old policyholders are neglected, this growth is retarded.

### Policyholders Are Prospects For Additional Insurance

Every new person written should be looked upon as a source from whom and through whom more business can be secured. There are several reasons to justify this confidence. You should be able to sell repeatedly most of the people whom you write. The fact that you wrote them once indicates you have gained their confidence; furthermore, you have learned their age, how much insurance they carry, whether married or single, what dependents they have, the nature of their work and at least something of their financial circumstances. With the aid of these and other valuable data which you acquire, they are splendid prospects for more business again and again.

### Prosperity Is Greatest Later in His Life

The average man increases his prosperity during his active years and a larger number carry life insurance during their fifties than during any other decade. By keeping in close touch with clients, watching their improved circumstances and needs, some salesmen sell the same people ten policies or more over a period of years. With the idea of tying your policyholders closer

to you and putting them in a position where they will be able to increase their insurance from time to time, you can help many of them to increase their prosperity. One underwriter was able to tabulate 110 different services which salesmen could render their clients.

### Teach Policyholders to Furnish New Leads

Use reciprocity on your policyholders. While you are helping them in various ways, train them to work for you. Get them interested in your success and they will furnish many live leads. Many a man who intends to add to his line confides that fact to a friend rather than to an insurance man. If you can train 50 or 100 or 200 or more policyholders to tip you off when they hear of some one who is expecting to insure or when they think of some one who can and should insure, you will have an organization which will be a mighty valuable asset.

You can build up such an organization by giving proper service to every new man you sell. You ought to be able to extend your organization each year, and since its members as a whole will be more prosperous than they were the year before, it should constantly increase in value. You can see why it is that insurance men who follow this plan increase their prosperity until old age overtakes them. By following this system systematically and conscientiously you can do it also.

## DESIRE TO SERVE, TEACH AND LABOR WILL CARRY THE LIFE AGENT FAR

NOT long ago Jesse Calvin wrote an article for "Printers' Ink," the magazine for advertisers, publishers, sales managers and other executives. It does not matter much who Mr. Calvin is except that he knows how to handle a sales force and a sales territory. What he said in his article had nothing to do with insurance in a direct way, but it told a little story that is being enacted almost daily in the insurance field. His article was recently reprinted in the "Illinois Life Bulletin" of the Illinois Life.

A certain territory, his article relates, was being covered by a man who "could sell anything." He was admittedly high priced, but the factory felt his services were needed in this highly competitive territory. Being honest, he went to his employers when he felt that he was not accomplishing results, and told them he could not take their money. He further declared that it would take thousands of dollars to develop that district until it would show a profit.

### Shipping Room Employee Given Chance at Territory

The company, about to withdraw from that territory, was asked by an employe in the shipping room for a chance there. He was drawing \$75 a month, was supposed to be a clerk, but he had picked up a vast store of knowledge about the goods. He was given the chance, although much was not expected. He knew, himself, that he was no salesman, so he determined to make up his deficiency there with a spirit of service and hard work.

To make short the story which Mr.

Calvin told, the man succeeded where others had failed. He capitalized every asset he had; his personality, his health, his knowledge of the goods and of the company's methods. Being used to starting work early, he was on the job of soliciting orders when the stores opened in the morning; he was still on the job when they closed at night.

He found out he could not handle himself as professional salesmen did, so he refused to imitate them. People began to get the effect; they took pleasure in giving him orders when they needed something in his line, but he didn't beg and wheedle for orders. He not only sold the goods on their merits and with his personality. He went further.

Knowing his line, he knew the uses to which the goods were to be put by the ultimate consumer; he knew why the consumer bought them from the retailer. Buyers soon found that here was a source of reliable information. They realized that they were being called upon by a man who was plainly there to serve them well, not by a high pressure actor whose business it was to push their names on his order blank.

The new salesman soon learned how to suggest, how to anticipate his customers' wants. He had the clerks with him when he showed them how to make displays and how to talk the line. He knew he was no spell-binder, so he put his efforts into showing a retailer how to buy his goods and resell them at a profit. The result was that this man, still not a salesman in many senses of the word, is making \$35,000 a year.

There is no sermon there, nor is there a moral, but it does drive home the fact that there are three fundamentals in

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successful selling: The desire to serve, the wish to teach and the desire and ability to work.

The same can be said of the insurance field: "He profits most who serves best." If the insurance agent has a knowledge of his goods, knows what they will do, endeavors to teach his customers or clients, if you will, what can be accomplished through life insurance; if the agent has the desire for success and works hard to get it—then he will go farther than the spell-binder, but he must have the "school-teacher" mind—the desire to serve and to help.

## SUGGESTS AIDS FOR THE NEW SALESMAN

(CONTINUED FROM PAGE 6)

ness, you would examine it carefully in every way, analyze it to the best of your ability, and probably with the aid of expert advice. If you were building up a business you would study every phase of it, in order to eliminate every useless procedure or thing and make the best use of every available advantage, and to lay plans to acquire the desirable and necessary things to make the business a success.

### Agent Is a Business

"The agent himself is a business. He is stock, good will and all things; and the agent who succeeds is the one who analyzes himself, throwing out the useless and taking on the good. The active agent's training goes on after he has taken on years of experience. Why not use ordinary good business methods? Why carry a handicap if you can rid yourself of it? Why carry a useless or irritating mannerism or time-consuming habit if self-analysis at the start will show you the undesirable things and show you the wisdom of dropping them at once. I know an agent who had a strong habit of arguing with prospects, a trait ingrained in him. He is a clever and successful man, but it took him years to see that his natural way was foolish and that he could drop it. He antagonized many of his prospects, and at a heavy price to himself.

### Should Fill Own Needs

"Why go without a desirable thing in your business if self-analysis shows your need of it? Many of the desirable and essential things you can acquire. Others have done so before you. If a man has a brusque speech and manner, and can see the effect upon his business, he can change speech and manner. If he is too talkative he can curb his tongue, and learn to let the prospect solicit himself, and convince himself. An agent cannot by thinking add a cubit to his stature, nor a bald pate grow hair by any means we yet know, but any right-minded man of determination and intelligence can improve himself so that he can succeed as a life insurance salesman.

"As I say, we don't like to analyze ourselves, and when we do this we're liable to blink our eyes at something. We're not always honest, even in our own mind. Let the salesman be honest with himself. He is determined to be honest with others—why not with himself? If he deceives himself, he is foolish. As a matter of fact, he doesn't actually deceive himself; he knows he has ignored something or over-rated something. This is expensive mental manipulation. It hurts his honesty a little bit, and it costs him real money.

### Analysis Should Be Careful

"Let him not make a hocuspocus of the self-analysis, a mere game to tickle his own vanity. Let him write down the things that will bring him success. Let him carefully note his mental and physical assets. Then he should examine himself. Have I this quality—do I lack that? When he has made a real examination, he will probably find that he lacks something impossible for him to get. The physical things that he lacks are not necessary. He may have a very harsh voice, and think a silver tongue is essential. The gracious gifts

of nature, beauties of mind and person, are splendid, and lucky is he who has them, but they avail little without the courage and faith that can be gained by any man or woman alive. Fortunately, the essential things for the life insurance salesman are mental and spiritual, and, I reiterate at the expense of tedium—any earnest worker can acquire what he needs. As in any other business, the salesman must use what he has and constantly improve it and acquire what it is possible to acquire.

### Can Train Self

"The very encouraging thing about this matter for the 'John Does' is that it is a fact that any right-minded person can train himself and win success, in true accordance with his intellectual and spiritual growth and his courage and well-directed energy. And, besides this, it is also true that any man who has won a measure of success in our business can, if he has kept courage and faith and ambition, renew and strengthen his faith and ambition and enthusiasm and increase his success, for no ambitious person ever stops growing mentally.

"Life insurance grew out of crude beginnings in times dim in the annals of the human race, and it is in our own marvelous generation that it has become one of the greatest builders and safeguards of home and individual liberty that ever came from the brain of man.

### Ideal Is Permanent

"It came to its great estate of service, and has grown to its beneficent power, through the genius of a few men of faith and vision and their helpers, and through the loyal and unswerving faith and unflagging industry of a comparatively small group of men and women through these last 80 years. Life insurance with us owes its great growth to agents, the men and women in the field who have wrought this idealism into the structure of America and into the lives of her people, into your life and into mine. I do not believe the life insurance ideal will ever die or wane. I look upon it as a manifestation of a great upward step in the development of man. To me this points out the ideal that the life insurance agent should have consciously in mind. He is engaged in a service that is national and individual, and even broader. He is under the standard of civilization, working for human betterment, liberty, love.

"He has sworn to a cause that calls for the best in him, of mind and heart, a cause to which he can devote himself with all his soul and mind and body.

### Loyalty to Business

"All of us who are in this business owe it the same loyalty and devotion, the best in us, and not a jot less. We serve an ideal, the same ideal, and the ideal of thought and action we outline for one is the ideal for all.

"Some have called life insurance salesmen 'ambassadors of thrift,' and others have termed them 'estate builders,' and so on; but these designations are cold and narrow. The men and women who carry the rate book, thinking of themselves without high-sounding designations, are more than that. They are builders of this nation, protectors of homes, yours and mine, guardians of liberty and Americanism and humble apostles of a higher message than any materialism.

"No man can do more than he can.

The ideal agent, therefore, is the agent who unflinchingly does his uttermost, honestly and courageously, in this ideal cause in which he has engaged, life insurance.

### Thousands in Country

"There are thousands of this ideal agent type in our land, working, striving, looking upward, men and women, seeing the truth clearer and clearer—and I admire and respect them for what they are doing, and for their efforts to improve and widen their services in the true spirit of service. We are all in this great movement together. We owe it our best, unqualifiedly. Let us be keen to see whether we are going, see the dangers ever present and to guard against them; let us renew our ambitions and our enthusiasm; let us see more and more that life insurance is an ideal and give it our zeal and devotion, and hold up this ideal and help others to see it and work toward it and hold to it—for them and for the institution.

### Code Is Given

"To summarize this paper, but in a style and expression beyond my literary ability, I quote a creed published several years ago by the late Elbert Hubbard:

"I believe in the goods I am handing out, in the firm I am working for, and in my ability to get results. I believe that honest goods can be passed out to honest men by honest methods. I believe in working, not weeping; in boosting, not knocking, and in the pleasure of my job. I believe that a man gets what he goes after, that one deed done today is worth two deeds tomorrow and that no man is down and out until he has lost faith in himself. I believe in today and the work I am doing; in tomorrow and the work I hope to do, and in the sure reward which the future holds. I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and in honest competition. I believe there is something doing, somewhere, for every man ready to do it. I believe I'm ready—RIGHT NOW!

"And as co-workers let us strive to acquire the true perspective of our business, dedicate ourselves to fixed ideals, and devote our best thoughts and energies to our business, our company and our clients."



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